

850-1

FEB 28 1935



# PLANT CONDITIONING



THIS BOOK IS YOUR GUIDE TO  
**PROFIT THROUGH PAINT**

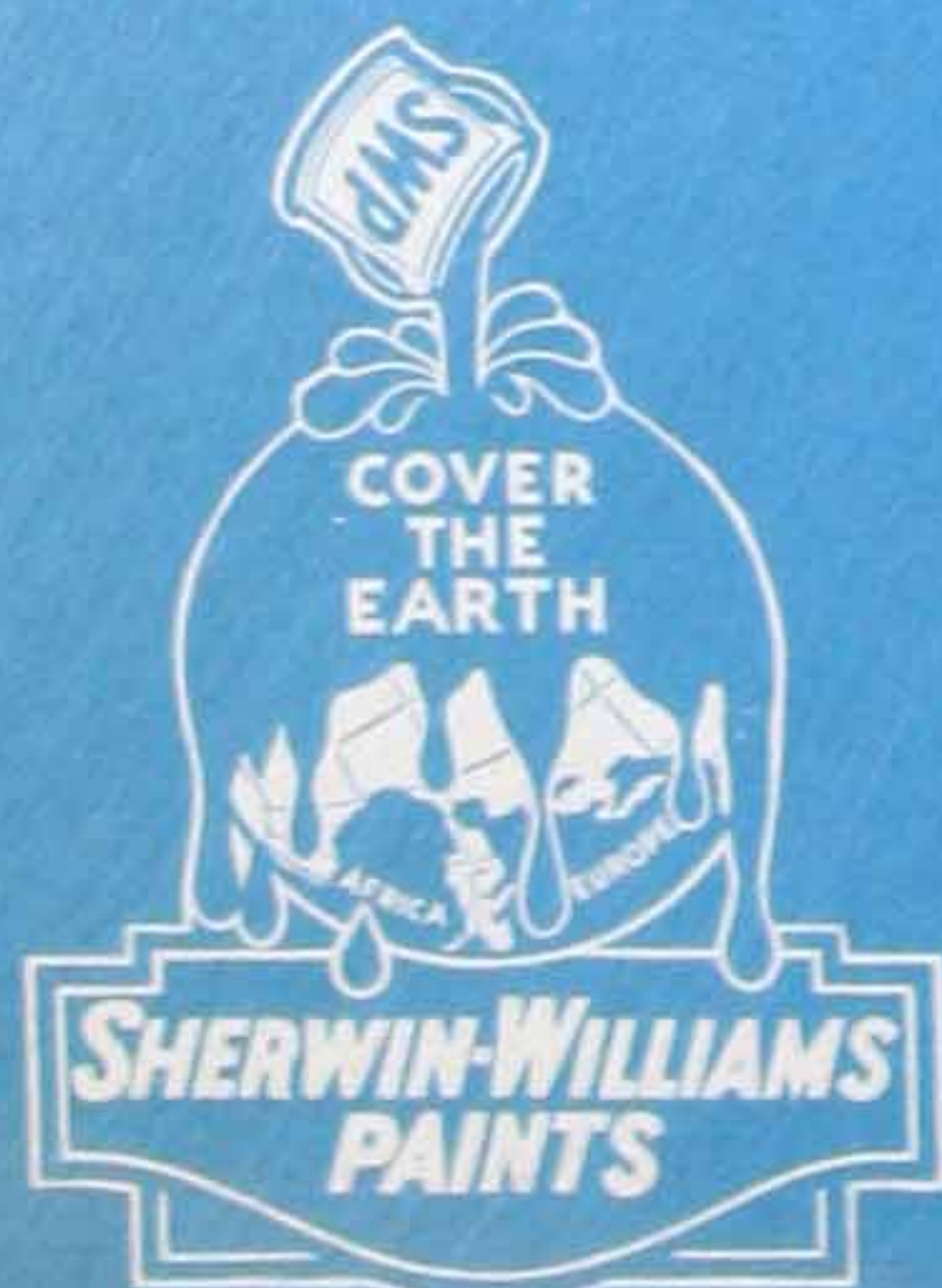


## **RUST**

The ravages of rust — running into billions of dollars annually — have never been too greatly stressed. Paint for protection is a paint-for-profit expenditure. Your structure is your basic investment. Paint is its first and most constant guardian.

## **REMEMBER THIS ABOUT PAINT:**

Paint is a tool as surely as your loom or your lathe. Obsolete equipment costs money and cuts into your profits. Obsolete painting and use of paint does the same thing. Lighting costs are cut, rejections are reduced, safety is enhanced and vision—the most important factor in industry—functions at its best in a well-painted plant. Sherwin-Williams paint engineers will show you how to use paint as a main means to lower costs.





# A GUIDE TO PROFIT THROUGH PAINT

## THIS IS A STORY FOR EXECUTIVES

Presidents  
Vice-Presidents  
Superintendents  
Engineers  
Master Mechanics  
Purchasing Agents  
a story for all interested in  
economical production

## THIS STORY IS ENACTED DAILY AT

Armco  
Beechnut  
Cannon Mills  
General Cigar  
Scott & Bowne  
Brown & Sharpe  
and hundreds  
of others

## THIS IS A STORY OF

Walls  
Ceilings  
Floors  
Structures  
Exteriors  
Interiors  
Equipment  
a story of plant conditioning

## THIS STORY IS A STORY OF

profit through paint,  
of lower lighting bills,  
fewer rejections, fewer  
accidents, better work.  
This is the one story  
most interesting to  
you—a story of lower  
unit costs

Applying S-W Metalastic to structural members.

This well-painted interior in a spotless food plant is a Save-Lite job.

**ST. LOUIS AUDITORIUM**

**BEST FOODS**





Plant conditioning is putting your industrial house in order. It is taking your basic investment and making it function as your loom or lathe functions—to do your production in the best and most economical manner. Plant conditioning is plant painting. Its first and last objective is lower unit costs for your products—be they textile, metal, food, process, chemical, plastics, paper, or other lines.

## PROTECTION

Consider the matter of protection. To "Save the Surface" you must paint, and saving the surface is a highly important part of operating your plant. That plant must be well protected from the ravages of the elements, and paint is the same insurance against wind, rain, smoke, and fumes, that dollars and cents in an indemnity company policy is against fire. The red fire of rust, the swift decay of wood, the disintegration of concrete—these are dangers that paint wards off.

## APPEARANCE

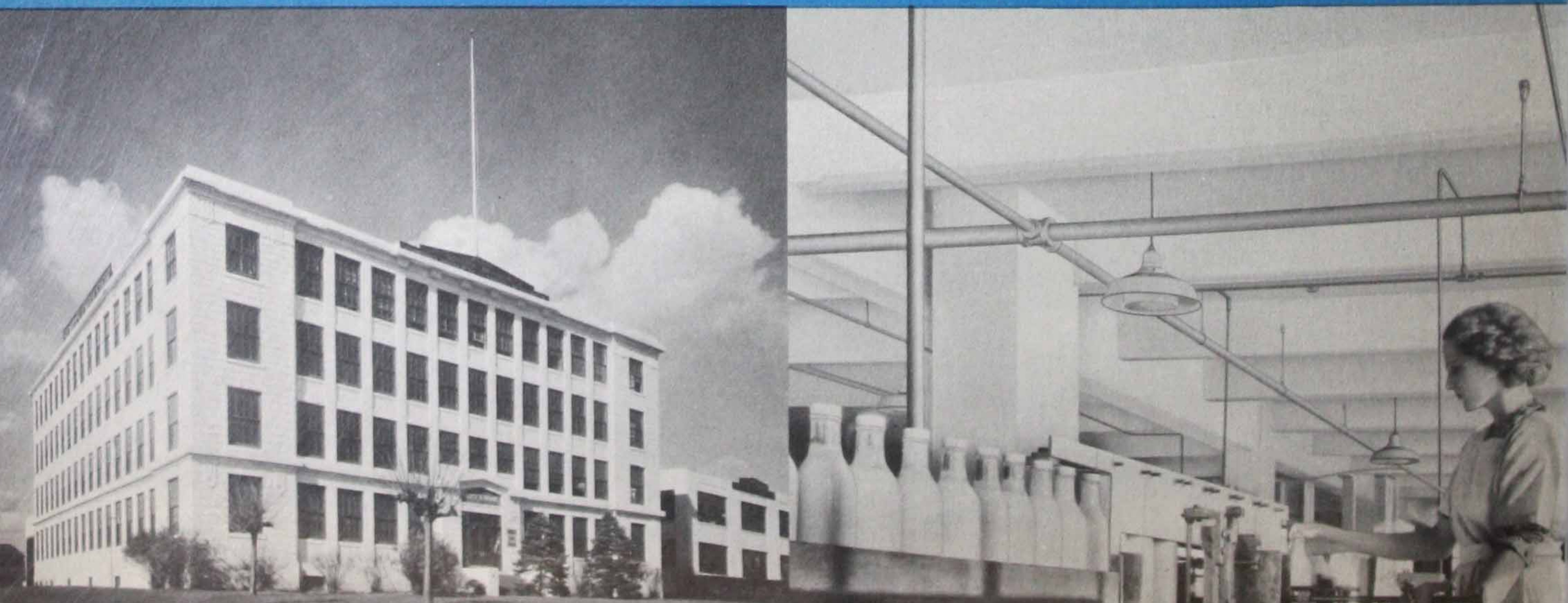
Consider the appearance of your plant—and again consider that appearance in the light of investment. Appearance marks the man—and it more than marks the plant. The worker is a better worker in a better painted plant. The customer judges the article by the packing case from which it arrives — and that packing case is your plant. The banker is interested in appearance when requests for dollars are received. Mark the spick and span plant of pleasing appearance and you mark the successful organization. The reverse needs no comment.

## LIGHT...AND SIGHT

Consider light, and sight. They are the beginning and end of sound production. Paint is light, too often neglected. The workers' eyes are paramount and every aid to better vision should be his. Paint—white and light tints of high light reflective value—is the answer to many an unsolved

The makers of Scott's Emulsion protect their structure with Sherwin-Williams concrete paint; aid their light reflection with Save-Lite.

## SCOTT AND BOWNE





# CONDITIONING

problem of eyestrain, high rejections, and high unit costs. Time and motion study engineers begin their cost control methods at the eyes of operators, and insist upon the proper light reflecting painted backgrounds, the properly contrasting painted foregrounds.

## COLOR

Consider color—consider it more thoughtfully because it has never been given the consideration due its cost reduction merits. You may have the wrong colors on machinery, on testing equipment, on safety guards. You may be losing money because the colors in your cafeteria, your recreation departments, your plant hospital, are incorrect and cause nervous fatigue. Your walls and ceilings and dados are all part and parcel of the plant conditioning service of Sherwin-Williams paint engineers.

## PERSONNEL

Consider personnel. Your employees all like attractive surroundings—work better

in those surroundings. A well painted plant is a plant where visual tasks are lighter, and eye and nervous strain eliminated. It is a proven fact that a well painted plant is not only a cleaner plant, but directly affects the personnel and cleanliness on their part. These items of workers' satisfaction in their surroundings are justification in themselves for plant painting. But remember that a satisfied group of workers is a first step to low unit costs, and the soundness of painting practice is doubly proven.

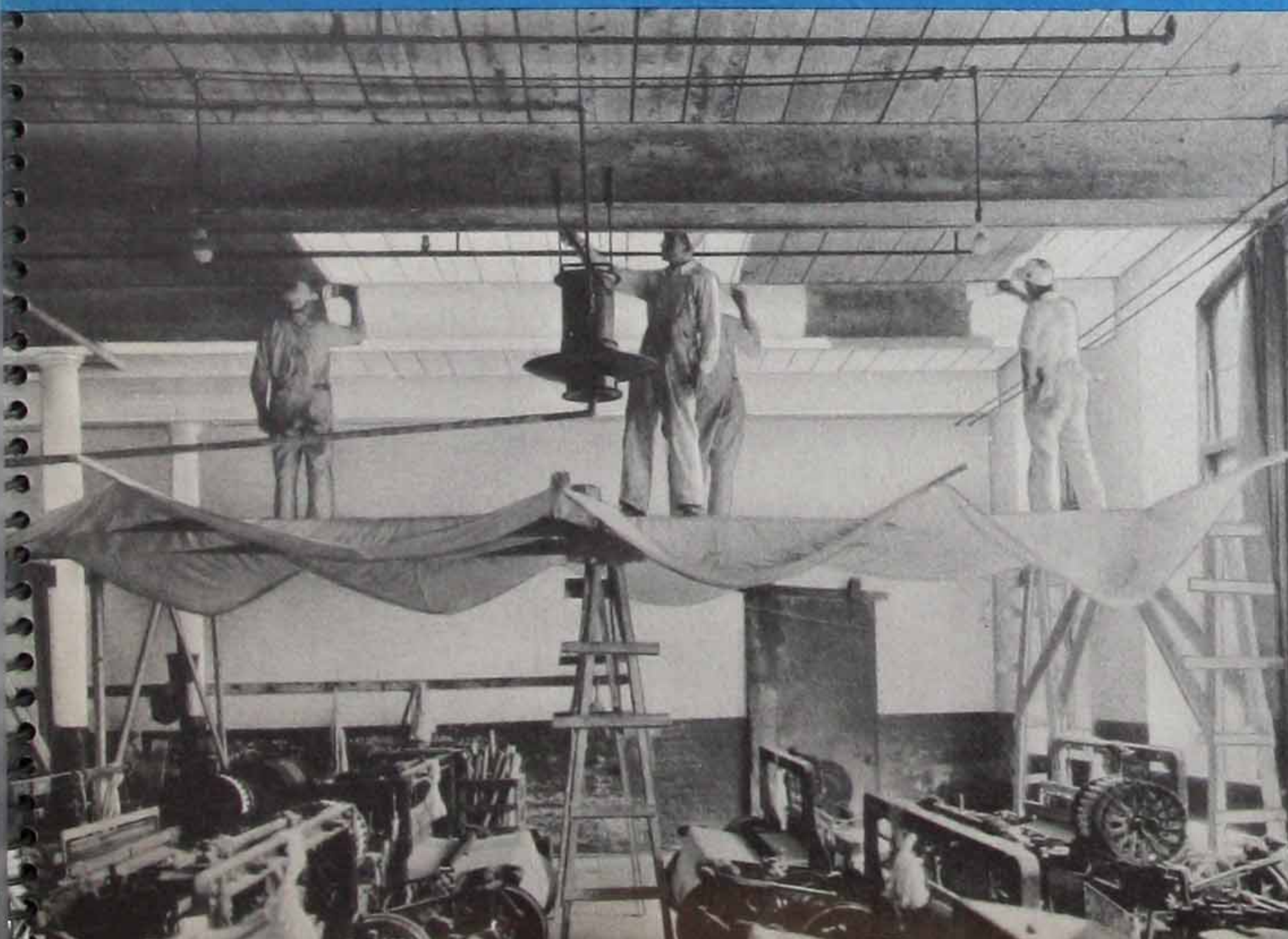
## UNIT COSTS

Consider unit costs. As we considered them first, consider them last. Lower unit costs are not suddenly arrived at, but carefully built into all phases of manufacturing. Plant conditioning is so basic that each step assumes a portion of the responsibility for good economical manufacturing. Add all the items that come under advantages due to constant careful painting, and its part in lower unit costs looms large indeed.

Tucapan, S. C. weave room being painted with  
Save-Lite Undercoater.

Cabinet Ministry Building being finished with Sherwin-  
Williams roof paint and cement.

## KENDALL MILLS



## JAPANESE GOVERNMENT





# LIGHT REFLECTION AND

## WHAT IS LIGHT REFLECTION?

It's simply the light striking an object, such as a painted wall, which is turned back . . . in other words, reflected. The opposite of absorption. To show you how important paint color can be, Save-Lite Mill White reflects 87 per cent of the light striking it. A black paint reflects only 10 per cent. The following table shows paint colors and the amount of light they reflect:

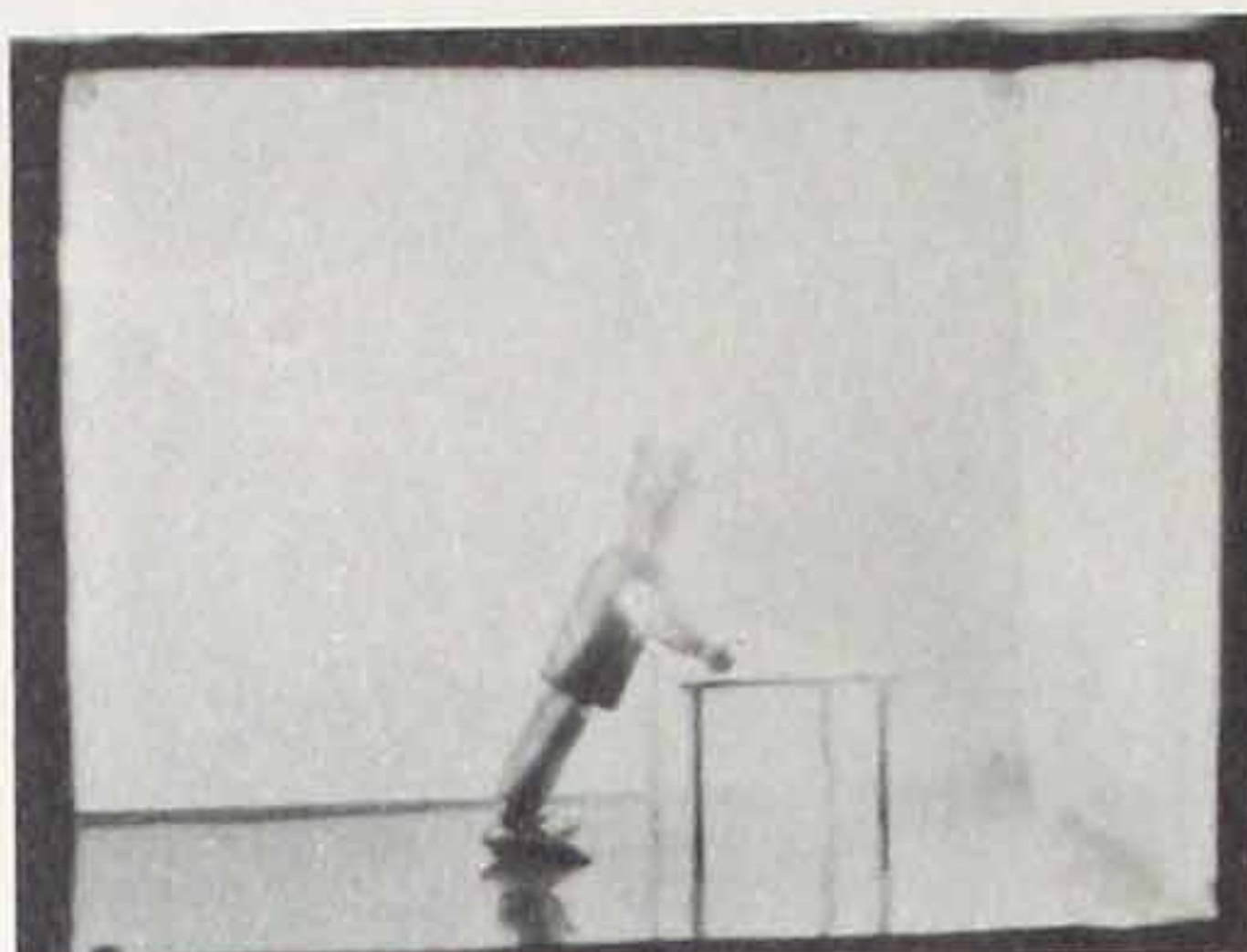
White	84%
Cream	70.4
Light Pink	69.4
Ivory	64.3
Yellow	60.5
Flesh	56.
Buff	55.4
Light Green	54.1
Light Gray	53.6
Light Blue	45.5
Sage Green	41.
Aluminum Gray	41.9
Brown	23.6
Dark Red	14.4
Dark Green	9.8
Dark Blue	9.3
Black	10.

\*Readings made by the Munsell Color Co., Inc., for the New Jersey Zinc Co. Save-Lite Mill White has a reflection % of 87—3% higher than the white in these readings.

## CASE HISTORY No. 1

Those figures translate easily into dollars and cents. Take these two case histories as examples. In a warehousing section of a good-sized plant, a

large amount of light was unnecessary. But due to the fact that it hadn't been painted in years, one hundred watt bulbs were in use and consuming a lot of electricity. A repainting job turned the light back into the room, instead of absorbing it as the dark dirty walls were doing. Fifty watt lamps replaced the one hundred and the section was actually lighter. The answer in dollars and cents was cutting the lighting bill in half in that division.

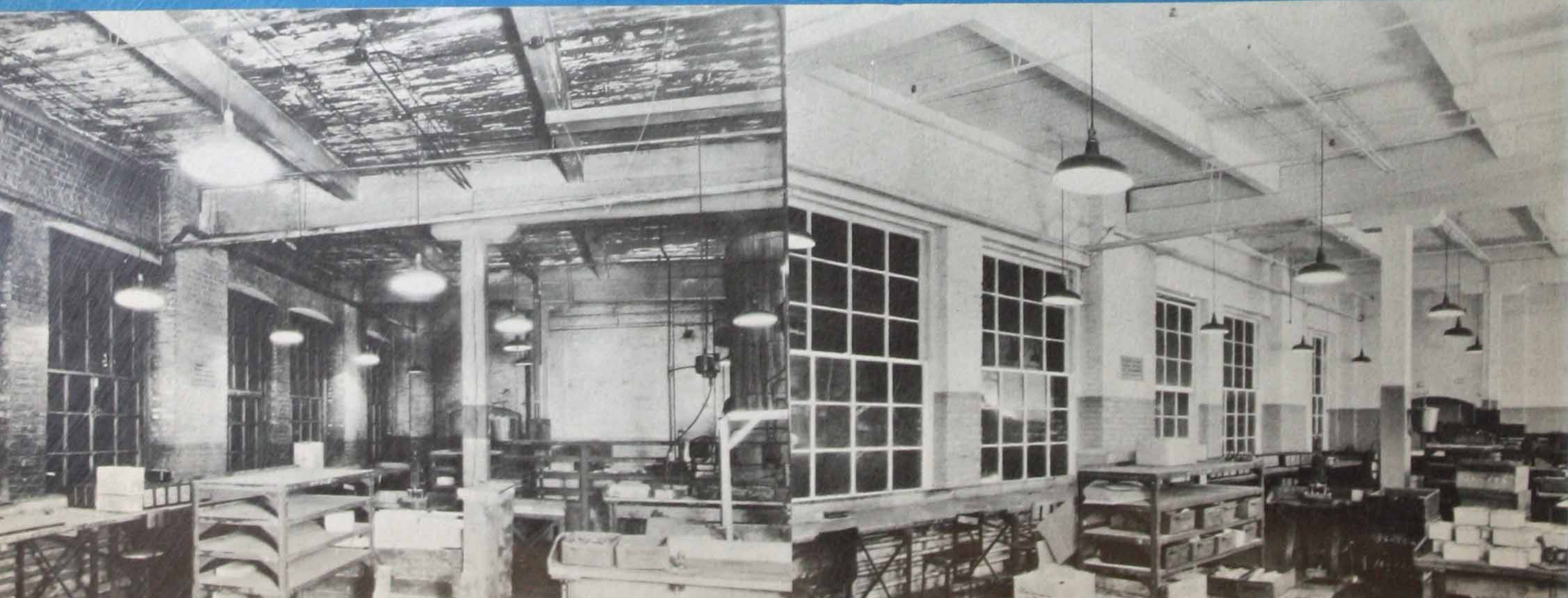


## CASE HISTORY No. 2

In a large metal fabricating plant where fine quality high accuracy work was being done, the workers complained of the injurious strain on their eyes. The general superintendent decided to increase the wattage of the lamps and also to rearrange the light sources. The plant engineer suggested a repainting job first of all. When it was completed the workers and the management were astonished to

Before and After. One coat Save-Lite Eg-Shel sprayed in a modern electrical manufacturing plant. Both pictures taken at night, under artificial illumination.

## CUTLER HAMMER





# BETTER LIGHT · BETTER SIGHT

find the light so greatly increased no other lighting corrections were necessary. Furthermore, natural light was properly utilized for the first time and electrical hours were lowered. A coat of white paint saved the cost of new equipment, and also the increased monthly electrical consumption charges that would have resulted. Incidentally, it was a smart electrical salesman who sold the paint idea to the plant engineer. He wanted to see that a good customer got a good break.

## ROBOTS

Look at the three robot photos. These robot tests show graphic differences in value of paint colors for better vision.

By using the same small room and by keeping the light constant the camera has been made to register the eye value of the light diffused by any color desired to be tested, when applied to the walls and ceilings.

No. 1 is Save-Lite White (eg-shel finish). It has an unusually high light reflective rating of 87 per cent. Note how the diffusion of light is so nearly complete that there is no observable contrast between the light source and the white wall.

No. 2 is high grade polished aluminum bronze. A lower diffuse reflective power is observable in the sharpness of the image of both the light source and reflected table top on the walls, also light carried back across the floor. The general light

diffusing value ranks with a Silver Gray of about 50 per cent.

No. 3, gloss black walls, shows the glaring spotlight effect produced by the same light which so completely illuminated the white room. Black and the vast majority of dingy smoke-blackened walls diffuse practically no light at all. Glare is pronounced, the amount of current needed for adequate working light increased out of all reason and the danger of accident and spoilage an unjustifiable **overhead**.

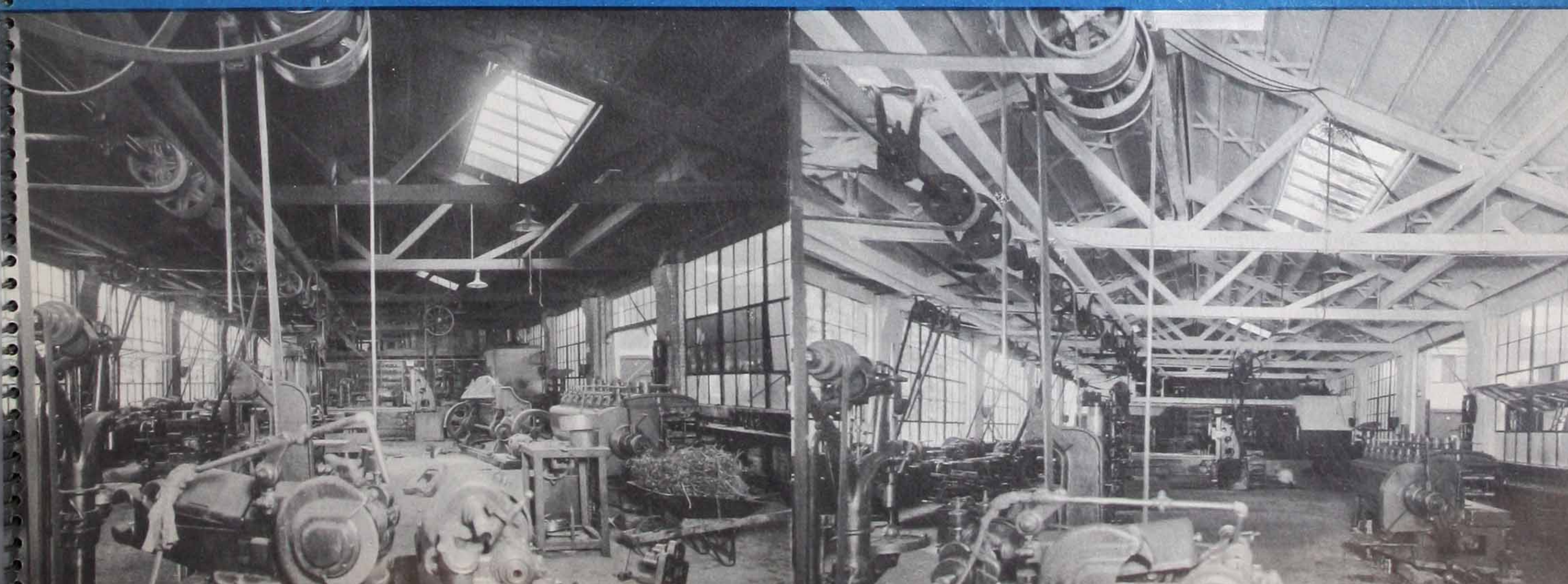
Translated to your own plant walls, these pictures emphasize the value of proper use of white paint and its relations to elimination of eyestrain and its attendant ill health and lowered output. Economy in lighting bills, lower unit costs and speed in production are dependable benefits which accompany proper industrial painting for better light.

## BETTER LIGHT MEANS BETTER SIGHT

And better paint and painting are the first requirements for better light. Every eye in industry needs every aid it can have. Under Personnel you will find what a necessity paint is to eyesight, to seeing, and to proper industrial living. Here is the place to stress again the value to management. Paint lowers costs, because it keeps eyes more attuned to the tasks, thereby reducing rejections, enhancing safety and cutting unit costs.

Another before and after. Save-Lite increases not only lighting, but operating efficiency.

## RAFTER MACHINE CO.





# PROTECTION

## "SAVE THE SURFACE"

Of all paint's values, protection is the most obvious. "Save the Surface and you save all" is familiar to all industry. But protection, like so many other items of industrial expenditure, has been sadly neglected in the last two years. One railroad president aptly summed the situation: "Watch the freight cars—they will be repainted the minute there is a bit of money to spend on maintenance."

The freight cars are being repainted, and paint's protective values are to the fore. Iron, steel, wood, concrete, all need the surface covering of protective paints. Figures on the ravages of rust run into millions annually—figures on the ravages of the elements to wood and concrete surfaces, though not so carefully thought out or as large, are huge.

## SAVING DOLLARS

Paint protection means more than abstract figures. Your structural members may develop a coat of rust, and particles of this rust drop into important operations, to spoil large batches of your product. Your repair bills for floors, walls and ceilings, particularly in process, textile and chemical indus-

tries, may be too high and too frequent, all because paint was not used as the protective surface against fumes, humidity and temperature conditions that corrode and destroy. Your plant itself may present a "tacky" appearance due to lack of paint and its protection. Paint will quickly correct this condition—and also correct the bad impression it makes upon customers and workers. And paint—protective paint—will be a vital influence in the inventory of your properties. A well-painted plant is usually a sign of a paying investment—and a paying plant.

## SHERWIN-WILLIAMS PAINT ENGINEERS

Protective painting is a large field and covers a wide range of technical experience. To utilize that experience advantageously, the research and technical divisions of The Sherwin-Williams Company keep the Sherwin-Williams Paint Engineers constantly and fully informed to serve you to the fullest. These services result in protective painting applications of money-saving value to you. The best technical information in the industry is yours. You have but to ask and it will be applied to your problems—as it is being applied to so many others—some similar—some dissimilar.

S-W Kromik Metal Primer and Metalastic used.

Modern Mexican school under construction.  
Completely finished with Sherwin-Williams paints.

## HACKENSACK RIVER BRIDGE



## FOMENTO & URBANIZACION





# PERSONNEL

## PAINT PLEASES PEOPLE

—working people. The simplest proof is in the home. The kitchen, workshop of the home, has become the most colorful part of the house, because the housewife wants clean, pleasant, lively and livable surroundings in the room where she spends most of her working time. Factories are the kitchens of America, and well painted, attractive plants are a vital part of good working conditions. Help a worker's eyes and you've helped his pocketbook. Give him light, cheery surroundings and you've lightened his labor. Give him bright, clean machinery and he'll not only keep his machines but your entire plant cleaner. Any repainting and recoloring scheme will meet with enthusiastic personnel response. One manufacturer who had done a well-rounded repainting and coloring program (which included the workmen doing some of their own painting when times were slack and they might have been laid off) checked the retail paint stores in the community and found that over 65 per cent of his employees had purchased paint to do home redecorating of one sort or another.

## REMEMBER THE KITCHEN

Too many executives forget the lesson of the kitchen. They also forget that a bright, clean

plant is its own best advertisement and satisfied workers are the finest of all advertising mediums. From a personnel viewpoint paint is as practical from a unit cost conception. One manufacturer listed these aids to all employees as virtues that are the rewards of paint, not only to the employee but the employer.

1. Elimination of eyestrain.
2. Reduction of fatigue.
3. Reduction of nervous tension.
4. Reduction of accident rate.
5. Improved morale.
6. Better personal appearance.
7. Better attitude toward work.
8. Less labor trouble.

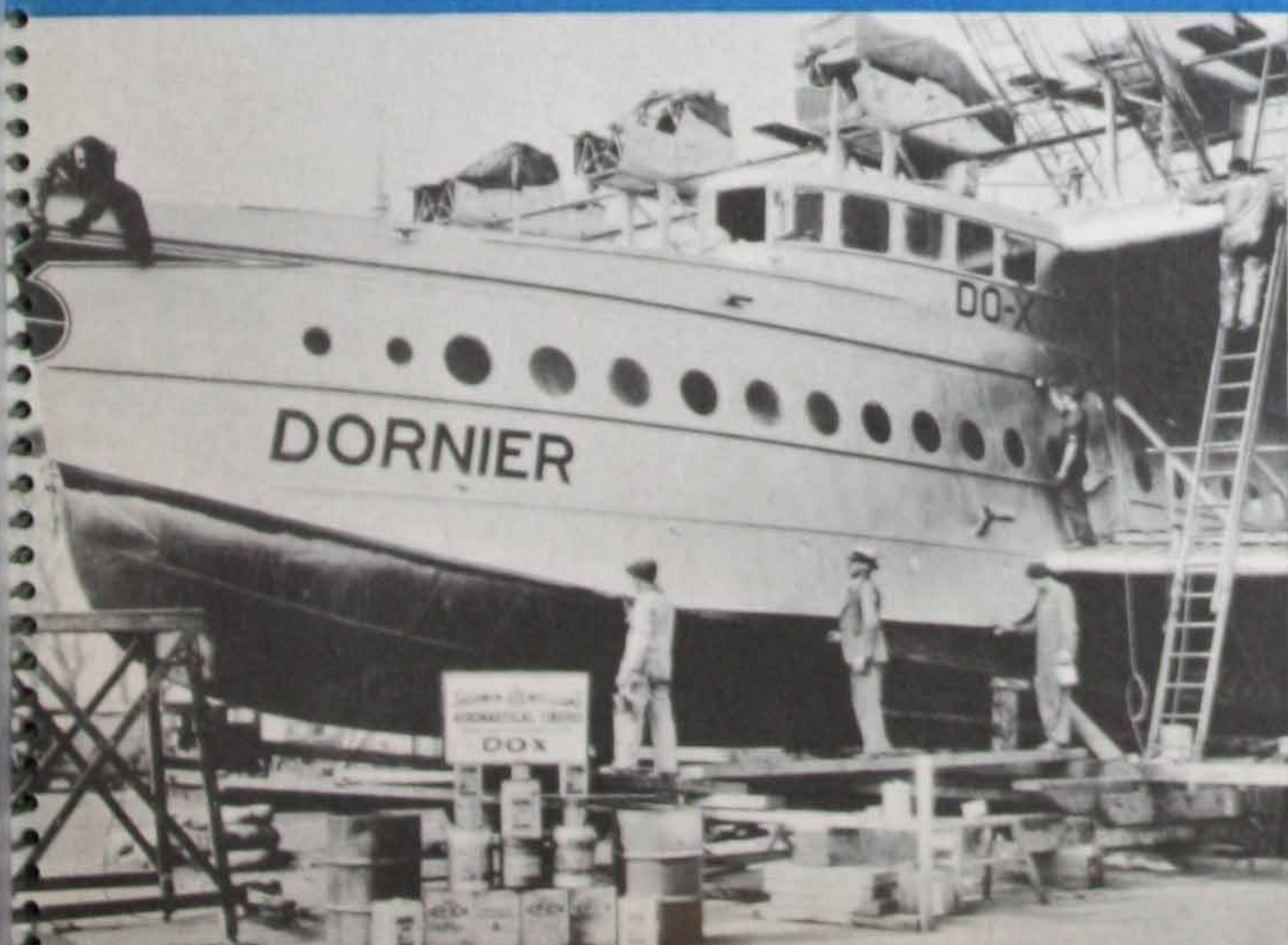
## WATCH YOUR PERSONNEL

These values are so self-evidently important there is no reason for stress. But a hosiery factory where young girls' eyes were being severely injured due to the monotony of inspection, thanks paint for relief to workers. And a shoe factory thanks paint for aiding all workers in an easier seeing task, and particularly the older employees, whose eyesight needs every aid and protection. Paint and paint service are part of better personnel.

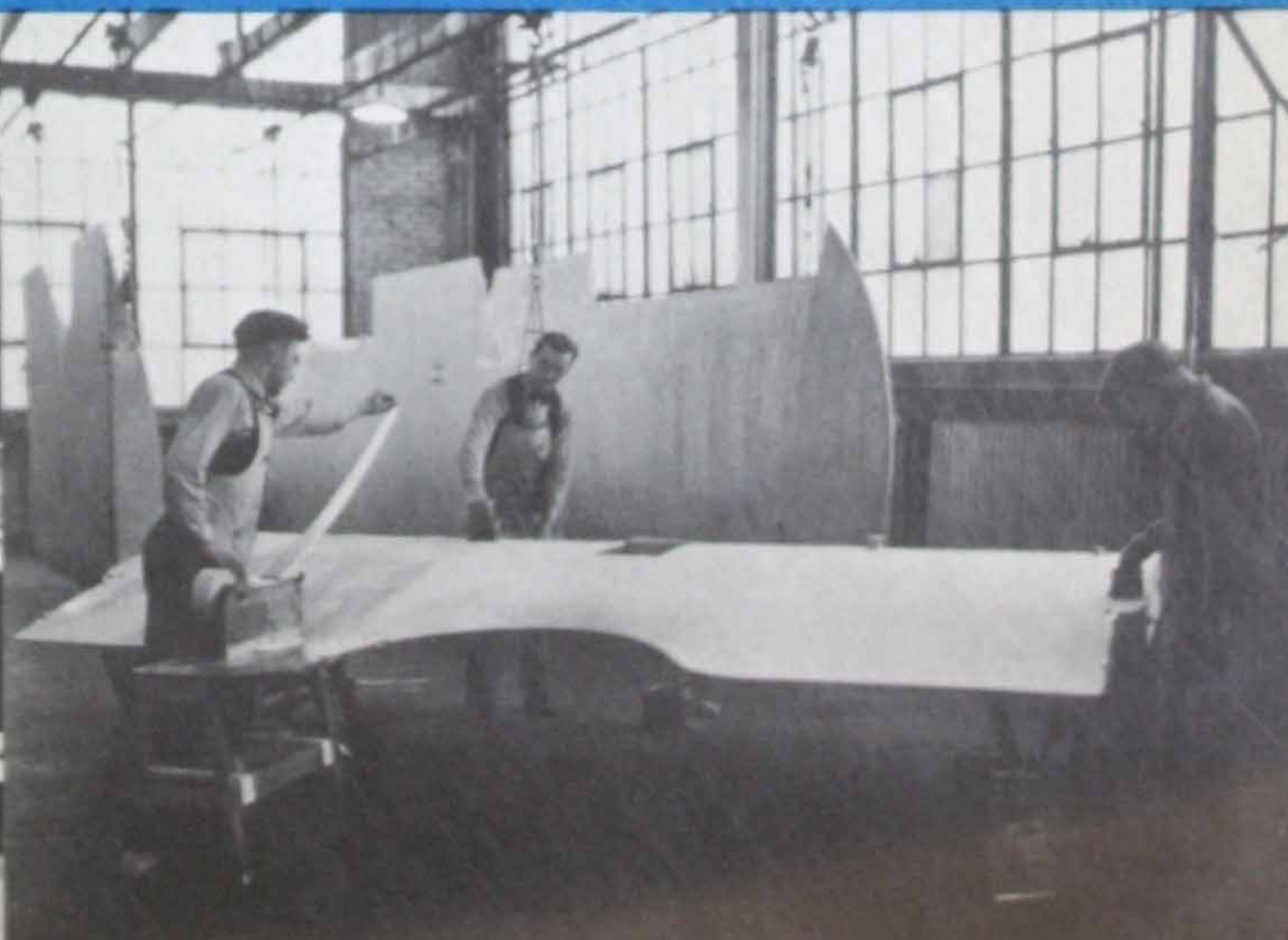
The famous DOX being refinished with Sherwin-Williams Aeronautical finishes.

Hand application of Sherwin-Williams fabric finishes in a well-known aeroplane factory.

## DORNIER



## GREAT LAKES AVIATION





# UNIT COSTS

## TOWARD LOWER UNIT COSTS

Toward lower unit costs is the path all industry wishes to follow. All of the advantages of paint and painting cannot be calculated in dollars and cents. But many of them can. These many are a vital part of production. If lighting bills can be decreased with no decrease in the amount of light, the saving ultimately becomes a unit cost saving. If better lighting through better painting makes production faster and surer, these savings in time and quality eventually wind up as dollar savings in unit costs. If the capital investment in your structure is amply protected from the elements, and serves longer because it is painted better, again the final analysis is in lower unit costs. If vivid uses of color warn operators of dangers, and these warnings result in fewer accidents, the result is again recorded in unit costs.

## SEEING AND UNIT COSTS

If the seeing task becomes easier, work is better and faster. Time and motion study engineers find paint and light their first source of aid in realigning the working task to cut the unit costs. They also find that proper painting aids in the elimina-

tion of fatigue and nervous tension. These personnel reactions are brought to the ultimate end in unit costs.

For every lighting, safety, color, fatigue or other example mentioned, many famous industrial names can also be cited, justifying their painting program because it is indispensable to economical production costs.

## DO AWAY WITH PAINT!

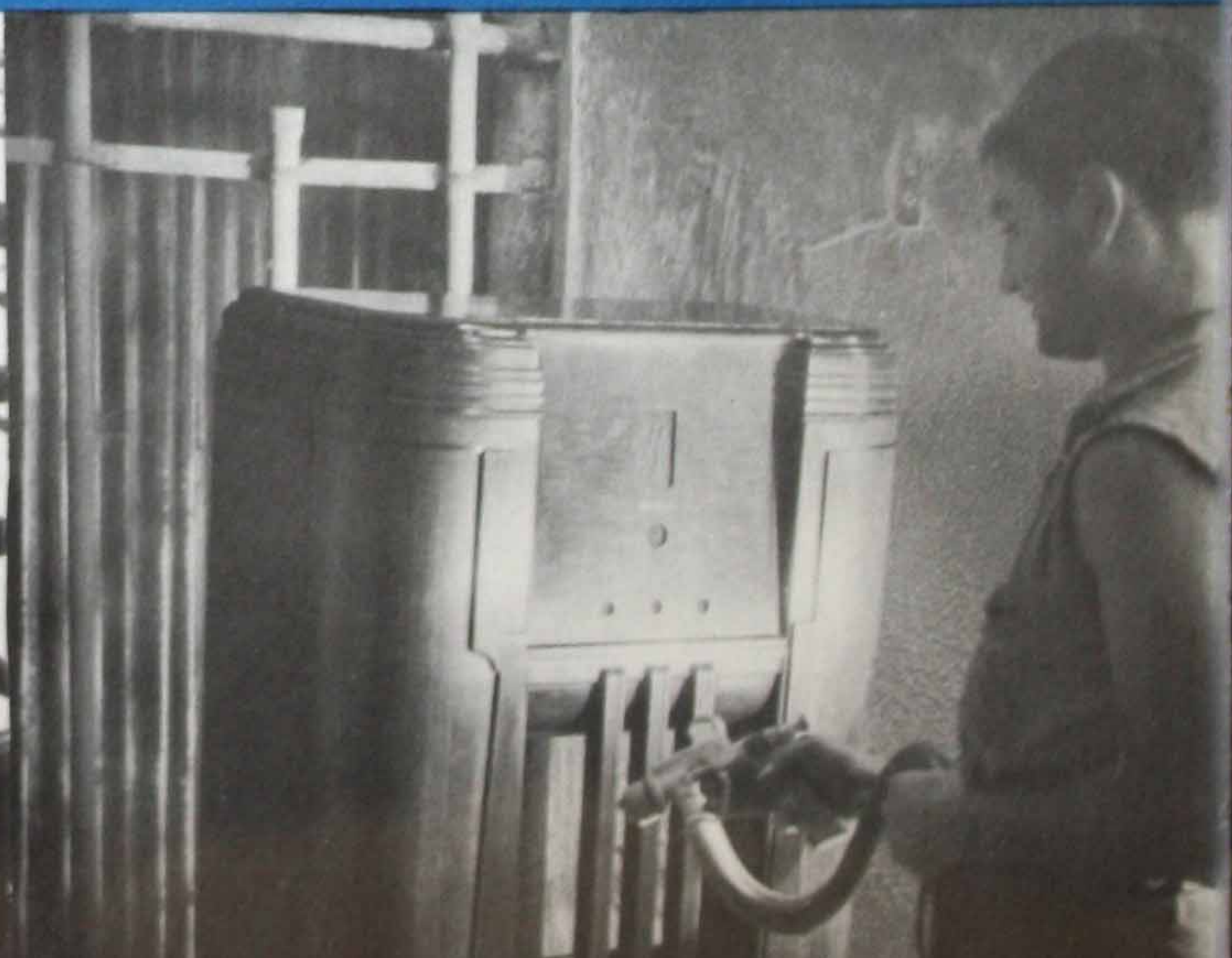
Take paint out of a plant, off the metal work, off the machinery, and see how soon its merits would convince anyone of the necessity of it, not as a maintenance expenditure, but as a production necessity. Ask the plant engineers who have been forced to forego painting during the last two years, what will be the first plank in their programs now that funds are flowing more freely again? What do their constant rounds of inspection show?

## PAINT IS THE ANSWER

Its value as the first line of protection to the basic investment of plant and equipment was never more important. Like so many steps in industry, the item saving may be small, but the sum total of all items is large indeed.

Hand finishing and applying Sherwin-Williams lacquers at the Philco cabinet factory.

## PHILCO RADIO





# COLOR

**1** A radio tube manufacturer cut breakage and rejections over 15 per cent by recoloring his machinery.

**2** A hosiery manufacturer used just enough blue to kill the glare of white on inspection tables. Improved working condition; improved inspection.

**3** A men's shoe manufacturer painted machinery a light color to offer better contrast to the black or brown shoe in production. So successful was the change the workers demanded it throughout the plant. Fewer rejections; lower accident rate; lower insurance costs.

**4** A candy company with a beautiful, modern and well-painted plant met the problem of a let-down and fatigue period in the late afternoon, by taking the cafeteria and coloring it in rich and vivid colors with an Egyptian decorative scheme. It succeeded. The change broke up the monotony of the day and overcame the afternoon fatigue. Production increased.

**5** A food company received many complaints because its general cafeteria was too cold. The chief engineer knew it was sufficiently heated. The dado decorations were a deep cold blue. He redecorated—some painting of warmer colors and some bright orange slip covers over the backs of chairs. Complaints stopped.

**6** A textile manufacturer was finding trouble with his color matching, even though it was done

under an apparently fine northern exposure. Fifty yards away was a red building. It was repainted white. Color matching troubles vanished.

**7** A machine tool manufacturer found dipping rough castings in a vivid red protective coating made machinists more accurate in their finishing of these castings.

**8** A laundry was having trouble. Laundered materials that looked satisfactory in the plant were returned as being gray—not thoroughly washed. A repainting of the plant was ordered as the remedy. The white walls gave a white inspection and complaints stopped.

**9** A scale manufacturer took his dirtiest machines — screw machines constantly bathed in cutting compounds and oils—and changed them from machine tool gray to a very light green. The machines and the plant are cleaner and kept cleaner than ever before.

**10** Any number of manufacturers used color in their exhibits, many of which were plants on parade, at the Century of Progress. The workers and the onlookers liked it. Many have taken the hint and put color to work. It serves not only the worker, but the customer. Your plant is your basic advertisement.

**11** Color can be put to work at lower unit costs. Let the Sherwin-Williams Paint Engineer tell you more about it.

The outstanding exhibition at the Chicago World's Fair, finished with Sherwin-Williams paints.

Fleet of trucks finished with Sherwin-Williams automotive enamels (Exterior Kem used).

**FORD MOTOR CO.**



**O.K. WAREHOUSE CO.**





# HEAT REFLECTION

## PAINT PLUS

Take advantage of all of paint's properties. And don't forget heat reflection. Nor heat radiation. White paint reflects—that is, throws back more heat than any other. Black paint absorbs more than any other, and the rest of the colors range in between. Thus, to save on your volatiles like gasoline, stored in exposed tanks, use white paint. It will reflect the sun's rays, keep the temperature as low as possible, and thus keep down evaporation losses. If, on the other hand, you wish to absorb heat rays to keep a liquid body fairly warm, use a black paint. It will serve better than any other.

## PICCARD,

in his stratosphere flights, found this out to his disadvantage. Though the stratosphere has a constant temperature of 75 degrees F. below zero, he found his sphere which he had painted black absorbed so much heat it was 100 degrees F. above zero within. On his next flight he painted it white, and suffered from cold due to the reflection of the sun's rays. The temperature difference in the sphere was 72 degrees F. for the two occasions.

## MAURETANIA

There is the case of the *Mauretania*, Cunard liner. On a tropical cruise with the hull painted white the interior of the ship was 8 to 10 degrees cooler than it was on the same cruise the year before with the hull painted black. These examples point to

ways and means of utilizing paint color in plant, in storage, in fleets of trucks, and railroad cars.

## HEAT RADIATION

Heat radiation is also greatly affected by the color of the paint used on radiating surfaces. Consider your radiators, as an example. The Bureau of Standards, for instance, says, "The effect of adding metallic paint (aluminum bronze, copper bronze) on a radiator is equivalent to removing one-sixth of the radiator, or nearly 17 per cent. This is as if one section in six were removed. Thus, a radiator of five sections painted with white or light colored paint should be about as effective as another of six sections painted with metallic paint."

## MIGHTY OAKS

The savings apparent in paint and paint color properly applied are an important item in large plant or small. The sum total of these savings, once you've taken advantage of all of them, will astonish you. The easiest and most logical way to take advantage of all of paint's many possibilities is to work with the Sherwin-Williams paint engineer. He will aid you at every step—and suggest savings that may never have occurred to you. Heat and paint—not forgetting the paint which will withstand heat best, is a part of his wide experience. His survey of your plant will be a totalling of all these little savings, that will make a very large single item in expense reduction—in lower unit costs.

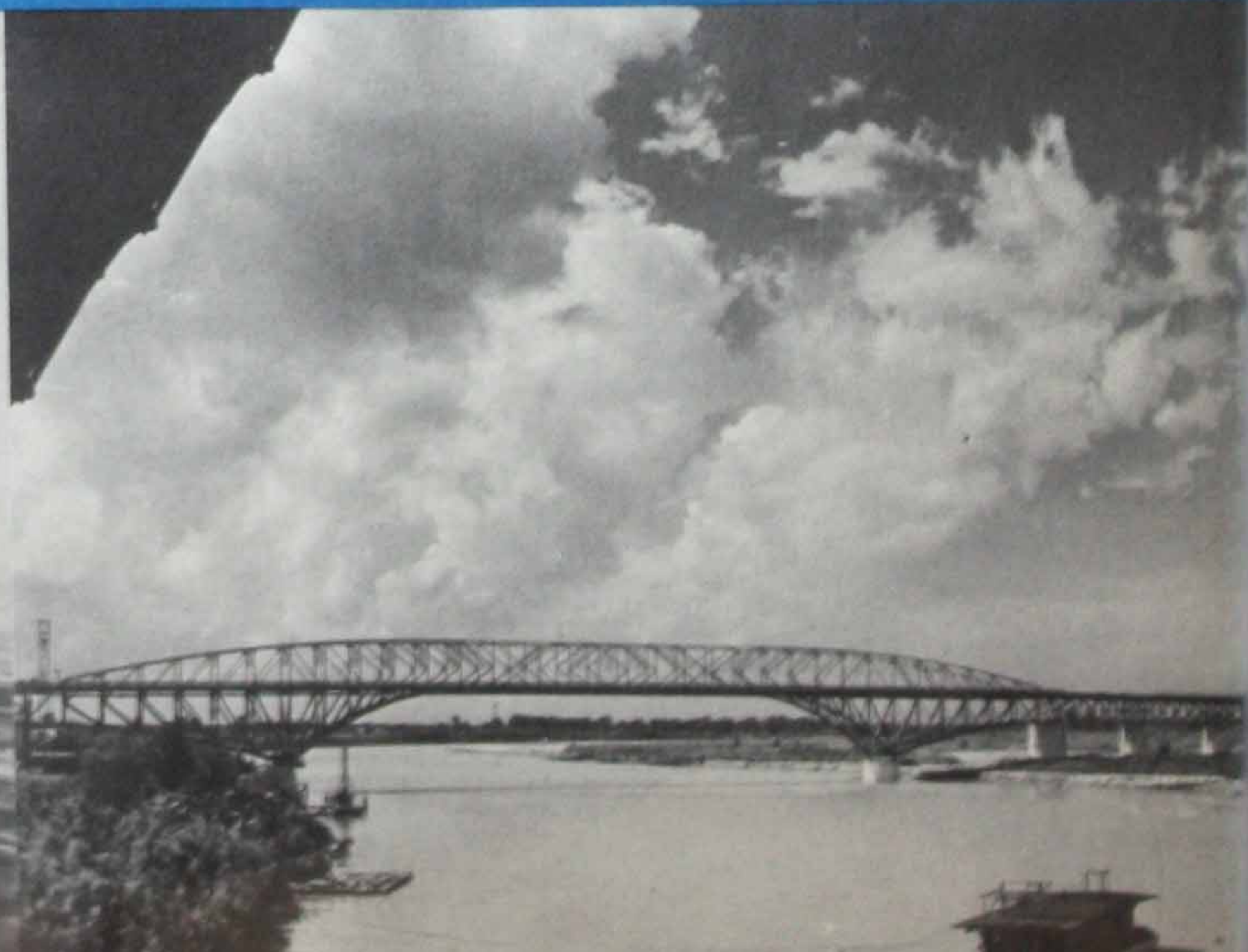
*The Blue Comet*, crack train of the line, painted with Sherwin-Williams finishes.

Over twenty-five tons of Sherwin-Williams metal protective finishes were used on this bridge.

## JERSEY CENTRAL RAILROAD



## RED RIVER BRIDGE





# SANITATION

**1**

Paint is the first line of attack on dirt. A bright, painted plant is a clean plant.

**2**

A clean plant means a clean product. And a clean product is an axiom of selling today.

**3**

Many plants paint moldings and stair corners white.

Employees unconsciously refrain from littering aisles and corners.

**4**

Aisle markings are silent commands to keep aisles clear and clean.

They work.

**5**

Food and process materials must be made in spotless surroundings to avoid contamination. White paint is the answer.

**6**

Think of metal protective paints as cleanliness assets. No rust, no chance of rust contamination. No exposed metal, no unsightly spotty effects.

**7**

Light-colored machinery is kept cleaner. Even on dirty, heavy duty machinery many plants are turning to lighter colors.

**8**

Well-painted washrooms promote personal hygiene. Better employee health means both less sick leave and higher personal efficiency.

Save-Lite on all interiors in another light and spotless plant.

**GENERAL CIGAR CO.**





# GRAPHIC PAINTING MAINTENANCE GUIDE

1	PENT HOUSES (Wood)	S W P Prepared Paint	27	POWER HOUSE (Wood)	S W P Prepared Paint
2	OUTBUILDINGS (Wood)	S W P Prepared Paint	28	SERVICE STATION (Wood)	S W P Prepared Paint
3	EXTERIOR CONCRETE	S-W Stucco and Concrete Paint	29	GASOLINE STORAGE TANKS	S-W Tank and Tank Car Paints
4	WALLS— PRODUCTION ROOM	S-W Save-Lite Eg-Shel Finish	30	SIGN ON CONCRETE STACK	S-W Kem Bulletin Colors
5	WALLS— SANITARY FINISH	S-W Save-Lite Gloss White	31	IRON FENCE	S-W Metalastic S W P Bright Trim Colors
6	DAMP WALLS—EXCES- SIVE HUMIDITY	S-W Save-Lite Flat White	32	TRUCK AND TRAILER	S-W Kem Transport Enamel
7	LABORATORY WALLS	S-W Save-Lite Fume Resisting (Flat Eg-Shel Gloss)	33	STORAGE TANKS	S-W Tank and Tank Car Paint
8	LABORATORY FURNITURE	S-W Lustral Enamels	34	METAL ROOF	S-W Ebonol or Roof and Bridge
9	OFFICE FLOOR— LINOLEUM	S-W Flo-Wax or Dex Varnish	35	INDUSTRIAL PIPE LINES	S-W Lyne-Kote Sani-Black
10	PAINTED STAIRS	S-W Floor Enamel	36	BULLETIN BOARDS	S-W Kem Bulletin Colors
11	EXTERIOR SASH (Metal)	S-W Kromik Metal Primer S-W Metalastic	37	CONCRETE GRAIN ELEVATORS	S-W Stucco and Concrete Paint
12	DIRECTORS' ROOM— WALLS	S-W Flat-Tone and Glaze Effect	38	BRIDGES	S-W Kromik Metal Primer S-W Metalastic
13	LOCKERS IN LOCKER ROOM	S-W Lustral Enamel	39	GALVANIZED IRON ROOFS	S-W G & G Primer S-W Gas-Resisting Paint
14	LINOLEUM FLOOR	S-W Flo-Wax or Dex Varnish	40	WATER TANKS (Exterior)	S-W Kromik Metal Primer S-W Tank and Tank Car Paint
15	RADIATORS	S-W Semi-Lustre	40	WATER TANKS (Interior)	S-W Lyne-Kote Sani-Black
16	EQUIPMENT	S-W Lustral Enamel	41	GAS TANKS	S-W Gas Golder Paint
17	ROOFS—COMPOSITION	S-W Liquid Roof Cement	42	DRUM CONTAINERS	S-W Drum Enamels
18	FACTORY FLOOR— PAINTED	S-W Floor Enamel	43	BULLETIN AND WALL SIGNS	S-W Kem Bulletin Colors
19	STRUCTURAL STEEL	S-W Kromik Metal Primer	44	DESKS AND FURNITURE	S-W Marnot Varnish
20	CONCRETE STACK	S-W Stucco and Concrete Paint	45	METAL SMOKESTACK AND HOT SURFACES	S-W Smokestack Paints
21	STRUCTURAL STEEL (Interior)	S-W Kromik Metal Primer S-W Save-Lite Eg-Shel Finish	46	BOATS AND FREIGHTERS	S-W Marine Finishes
22	RAILWAY CARS	S-W Fast-Dri Freight Car Paint	47	WASH ROOMS	S-W Disinfectants
23	MACHINERY	S-W Machine Tool Finishes	48	DADOES	S-W Dado Enamel
24	FIRE ESCAPES	S-W Kromik Primer S-W Metalastic	49	ELEVATORS	S-W Elevator Paints
25	POWER EQUIPMENT	S-W Ajax Insulating Varnishes	50	PAVEMENT AND FLOOR MARKINGS	S-W Zone Marking Paints
26	VENTILATING STACKS	S-W Metalastic	51	WALLS—OFFICES	S-W Satin-Glo
26	GALVANIZED IRON VENTILATING STACK	S-W Galvanized Iron Primer S-W Metalastic			



[BLANK PAGE]



CCA



[BLANK PAGE]



CCA



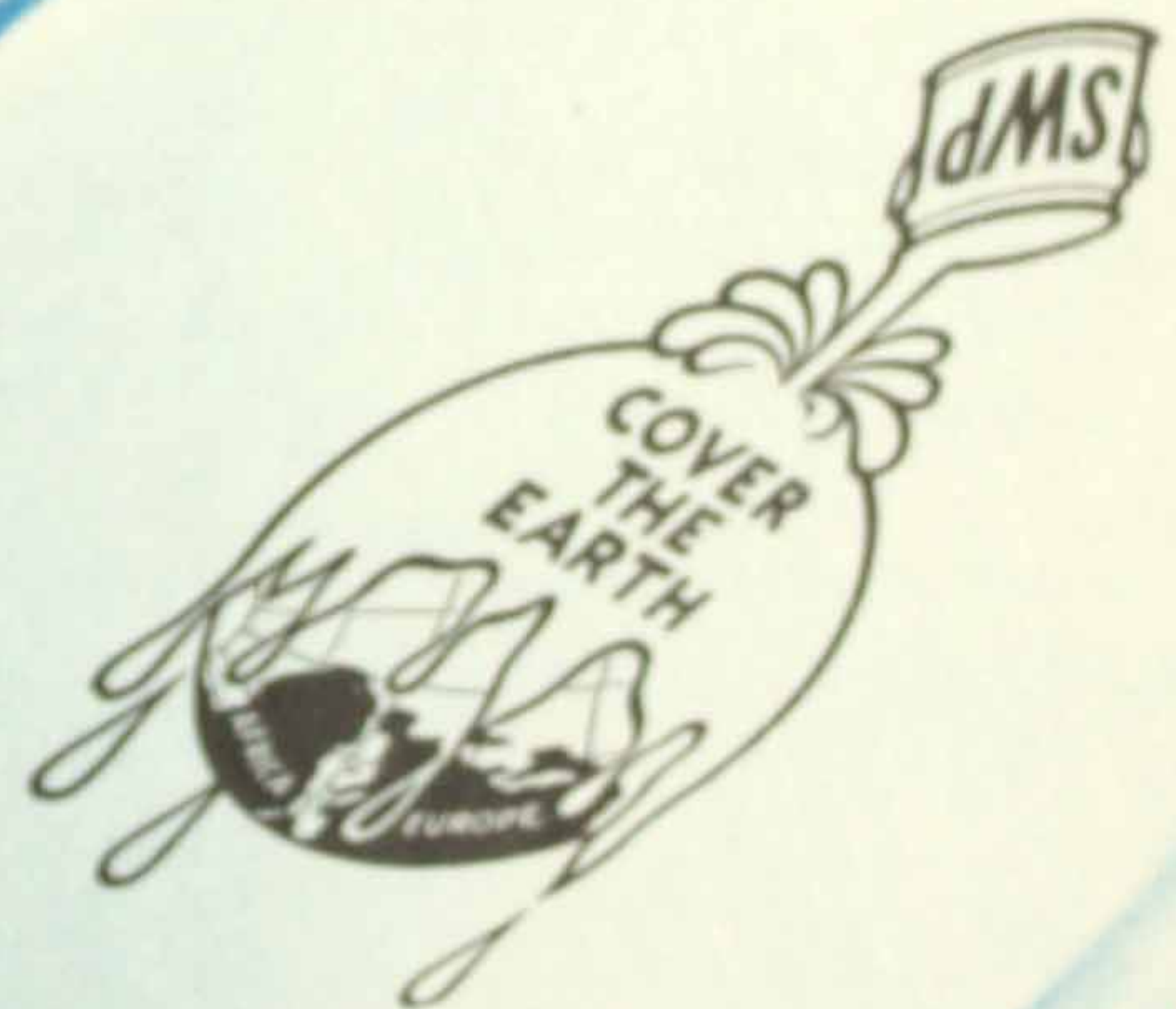
*SHERWIN-WILLIAMS*

SAVE-LIGHT MILL WHITE

THESE ARE THE PAINTS

AND THE PAINT SERVICE

FOR YOU TO USE



*SHERWIN-WILLIAMS*

METAL PROTECTIVE FINISHES



# SAVE-LITE

## SHERWIN-WILLIAMS SAVE-LITE

Applied to walls and ceilings S-W Save-Lite is a tool for the handling and diffusing of working light whose efficiency and suitability for each specific wall condition under industrial and civic use can be compared to any other finely engineered tool which is built to do a specific job and does that job completely and well.

The underlying reasons for its superiority can be aptly summarized by the development schedule upon which Save-Lite is made and by which it is constantly checked.

### 1. INITIAL WHITENESS

Save-Lite possesses a light reflection value of 87%.

### 2. COLOR RETENTION

Any claim of "no after-yellowing" of mill white paints is not based strictly upon fact. Every manufacturer strives to control it and reduce it to the absolute minimum. Methods—patented, painstaking and exclusive though they may be—have scourged the "yellow devil" to the vanishing point—but he isn't completely gone. However, the accomplishment of Sherwin-Williams laboratories in achieving absolute minimum of such after-yellowing—with no greening or graying—is such that its actual savings in dollars and cents to the plant owner are genuine and real.

### 3. APPLICATION

The brushing qualities of Save-Lite are scientifically controlled to gain the correct thickness of film

under normal brushing for desired opacity and appearance. Over-easy brushing results in inadequate film and tendency to spatter and drip, on ceiling work. Save-Lite submerges ordinary surface inequalities.

### 4. OPACITY AND SPREADING

These have been co-ordinated to gain greatest efficiency and economy. Economies in both labor and materials are sacrificed when either opacity or spreading is favored to the detriment of the other.

### 5. DRYING

Speed of drying in mill white finishing coats is of much less value than ability of the finishing coat to produce a completely satisfactory finish in one coat. Save-Lite has normal 24-hour dry without tack.

### 6. S-W PLANT CONDITIONING

The Save-Lite line is complete, providing the following necessary materials:

Undercoater to cover rough surfaces with a tight film

Flat—full-bodied finish with sufficient permeability to permit use over damp surfaces

Eg-Shel for one-coat covering with no glare, diffused reflection

Gloss—for fullest enamel finish, utmost in appearance and sanitation.

This mill village at Rock Hill, S. C., is painted throughout with Sherwin-Williams products.

At Tucapan, S. C., a fine demonstration of Save-Lite's superior light reflecting qualities.

## INDUSTRIAL COTTON MILLS

## KENDALL MILLS





# MILL WHITE

**FUME RESISTING.** These same types provided for use as finishing coats where fume conditions make standard finishes impracticable to use.

## 7. DIRT COLLECTION

Obviously comparisons of gloss finishes against flat finishes is unfair. Gloss white with its lower pigmentation, complete submergence of pigment, better flow and freedom from brush marks, produces a tighter film and one superior in dirt-shedding and washability properties than a semi-gloss. For the same reasons the semi-gloss will wash easier than the flat finish. In Save-Lite we combine superior tightness and smoothness with a hardness of film which shows less dirt retention and which makes washing both economical and satisfactory. With this property supreme in Save-Lite Gloss, Save-Lite in Eg-Shel and Flat show comparative values equally as good.

## 8. SHERWIN-WILLIAMS SERVICE

Unmatched S-W manufacturing and distributing facilities completely blanket the country. No plant, wherever it may be located, is more than a few hours from a S-W warehouse or a S-W factory expert.

Materials used in S-W plants are the most modern, best obtainable. Development work is continuous; our laboratories are likewise in constant touch with every trend in the field. Everything of real

value is immediately available to Sherwin-Williams customers. No untried novelty can appear under a Sherwin-Williams label.

## 9. PAINT CONDITION IN THE PACKAGE

1. The paint must always be found in condition requiring the minimum effort for immediate use. To the paint engineer his study and experiment must determine the ideal particle size of pigments, their wetability and dispersion in the vehicle and suspension qualities during storage.

2. Retaining original qualities of the material in the package demands complete knowledge of the behavior, in combination, of pigments and vehicle. Control of tendencies which might result in after-thinning or thickening, loss of drying power, diminution of gloss or change requires constant check of sample packages at all points and under all climatic conditions.

## 10. UNIFORMITY

Uniformity of product is, in the final analysis, the true measure of the worthiness of the manufacturer as a source of supply. Sherwin-Williams' rigid control of every important ingredient used in Save-Lite through actual manufacture in Sherwin-Williams raw material and finishing plants and the integrity of its technical supervision is the customer's assurance of the absolute dependability of Save-Lite at all times.

An unusually striking before and after demonstration of Save-Lite's striking assets.

## CANADA & DOMINION SUGAR CO.





# SPECIALLY FORMULATED FOR YOUR INDUSTRY

A recent Sherwin-Williams advertisement sums the values of Save-Lite Mill White in your terms—terms of what it will do for you and is doing for your industry.

## **"THERE IS NO ALL-PURPOSE MILL WHITE"**

"Sherwin-Williams Paint Engineers, constantly faced with painting problems in various industries—automotive, textile, food, chemical, mining, metallurgical, radio, tobacco, transportation, aviation, metal fab-

rication, steel, non-ferrous metals, gas and oil, cosmetic, ceramic, wood-working, toys, giftware and novelties (to name a few)—have formulated hundreds of paints for hundreds of specific uses.

Save-Lite is a basic paint formula for the best industrial mill white. Just as it comes in Eg-Shel, Gloss and Flat, so it comes to your industry as a special paint to meet your specific needs. Call upon the Sherwin-Williams Paint Engineers to assist you in Painting Your Way to Profits. Use their experience to solve your paint problems."

Furniture finishing is scientific, exacting work. Sherwin-Williams finishes and time-saving finishing formulae are leaders in the industry.

## **THOMASVILLE CHAIR**





# MAINTENANCE PAINTING

SASH	LABORATORIES	TANKS
STUCCO	PICKLING ROOMS	ROOFS
BRICK	BATTERY ROOMS	FIRE ESCAPES
TANKS	STRUCTURAL IRON	GUARDS
LOCKERS	OR STEEL	RAILS
BENCHES	FENCES	REFRIGERATORS
DADOES	HYDRANTS	OFFICES
TRIM	SPRINKLERS	WASHROOMS
WALLS	BRIDGES	MOTORS
CEILINGS	GALVANIZED IRON	STORES
FLOORS	MACHINERY	BRUSHES
STAIRS	EQUIPMENT	SPRAY EQUIPMENT
PARTITIONS	BOILERS	SMOKE
METAL DOORS	BOILER ROOMS	FUMES
ELEVATORS	EXTERIORS	HEAT
TRUCKS	PIPE LINES	HUMIDITY
RADIATORS	STACKS	

Maintenance Painting is the practical problem of meeting all the conditions these various painting tasks impose upon you. It takes not only a paint engineer but extensive and constant research to meet all these problems. The best solution is to avail yourself of the best talent devoted to all phases of maintenance painting.

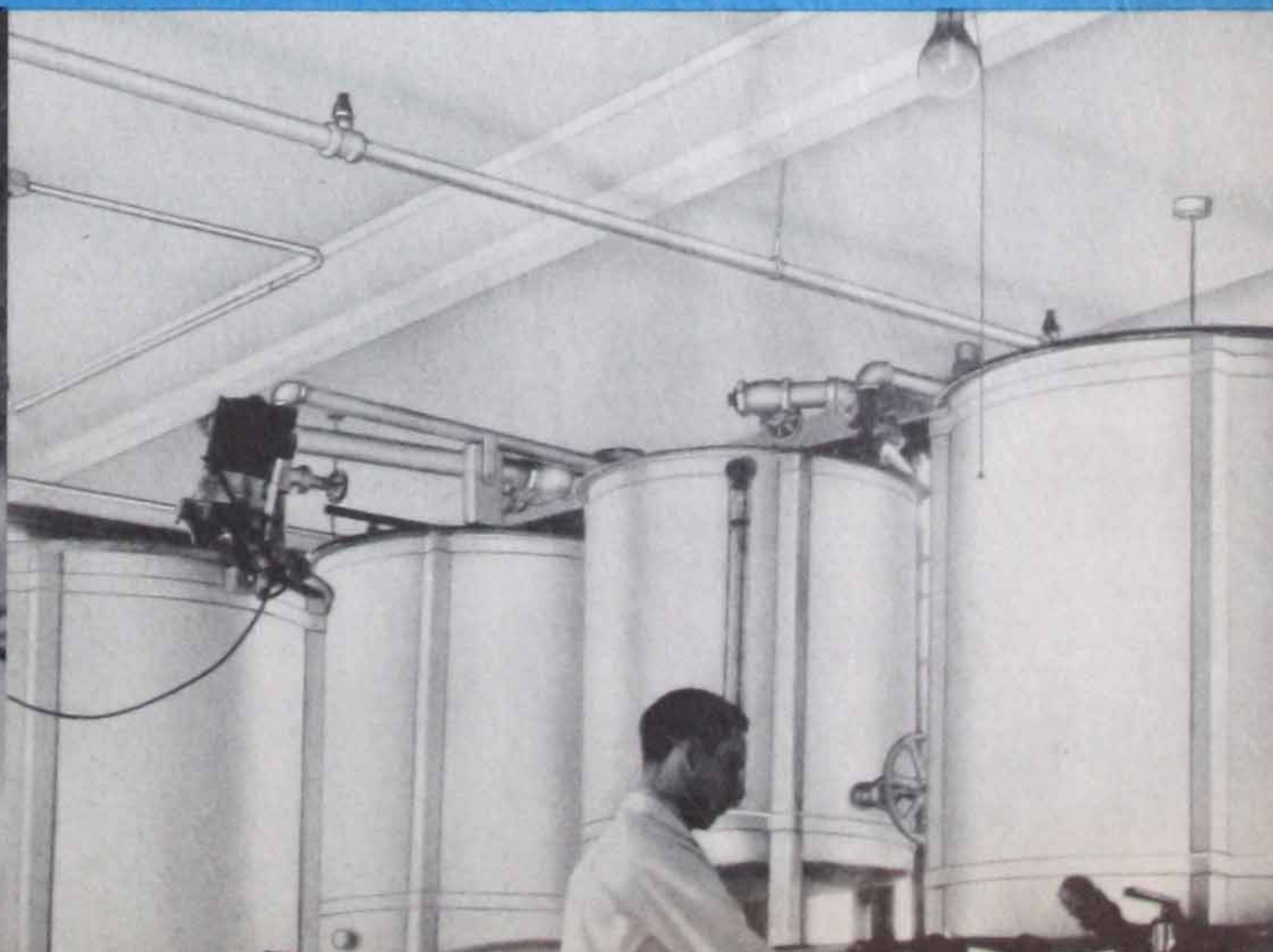
## SEE THE SHERWIN-WILLIAMS PAINT ENGINEERS

The ravages of a fire in the printing division  
completely disappear under a coat of Save-Lite.  
(Name on request)

Save-Lite maintains this laboratory  
clean and bright.

### PRINTING COMPANY

### SCOTT AND BOWNE





# METAL PROTECTIVE

## METAL PROTECTIVE PAINTING

Metal protection concerns itself with excluding water—with the preventing of even the minutest amount of moisture from reaching the metal. It is a well-known fact that corrosion of iron and steel can progress only in the presence of moisture.

## DUAL FUNCTIONS OF METAL PROTECTIVE PAINTS

Successful painting of metal involves first, the correct priming of the surface and, secondly, the adequate protection of that priming coat by a finishing coat designed to meet existent atmospheric conditions, whether it be heat, cold, excessive moisture or a fume condition.

## THE PRIMING COAT

While Sherwin-Williams make and furnish other types of metal primers we shall deal with the two types of primers we recommend for the protection of metal:

1. S-W Kromik Metal Primer for use on structural iron and steel and all iron and steel surfaces except those continually submerged in water.
2. S-W G & G Primer for use on galvanized iron and other annealed zinc-coated metals.

## SHERWIN-WILLIAMS KROMIK METAL PRIMER

Kromik Metal Primer is a multiple pigment paint in which are incorporated the desirable properties of three pigments held in high esteem by engineers, namely, Basic Lead Chromate, Iron Oxide and Red Lead. Kromik is another outstanding example of the paint engineering axiom that the combination of two or more pigments in proper balanced formulation is always stronger than the paint built of any one of the same pigments, singly.

## PROPER PIGMENTS PLUS HIGH QUALITY VEHICLE

No successful paint formulation neglects to give necessary consideration to the liquid content of the paint, its relation to the pigments and their behavior in combination, both upon the surface under exposure and when in the package in storage.

## ADVANTAGES POSSESSED BY S-W KROMIK METAL PRIMER

1. Built upon a lead chromate base Kromik Metal Primer has strong powers for the inhibition of corrosion. This has been amply demonstrated over many years on both the testing racks and in actual use under every known climatic condition.
2. It is completely satisfactory in the ease with which the painter can cover difficult surfaces. An unbroken film is obtained around bolt heads, joints and the usual places where moisture tends to collect.
3. The Kromik film is impervious to both moisture and gas. Adhesion is particularly good. Abrasion may gouge the surface of the film but if the metal was clean when coated with Kromik originally, the paint will not show any tendency to chip off and leave bare metal exposed.
4. With strong normal drying and a durability under weather exposure almost equal to that of a finishing coat Kromik Metal Primer amply justifies the care and precision with which we process and treat the oils used in it. Kromik is less affected by industrial fumes which damage red lead or white lead paints, a fact which, with its great durability, makes it particularly valuable where metal remains exposed for any length of time before the finishing coat is applied—or where the primer is exposed through abrasion of the finishing coat.



# **PAINTING**

## **SHERWIN-WILLIAMS G & G PRIMERS**

Galvanized iron is extensively used for the construction of industrial buildings and warehouses of many types. Galvanized iron and other zinc-coated metals are also used extensively in truck body construction.

These metals have always presented a particularly difficult surface to paint and the problem has never been considered successfully met until the uniformly favorable results which have attended the use of S-W G & G Primer.

The tendency of galvanized iron and zinc-coated metals is to form a white powder between the paint film and the metal. When this action has progressed to the point of sufficiently weakening the bond of paint to metal, any sudden contraction of the surface will cause the paint film to "pop off." This caused a great deal of trouble during the extremely cold weather of the winter of 1934.

In Sherwin-Williams G & G Primers we present special zinc pigment formulations which have been developed from the results of a great number of experimental primers designed to inhibit this formation of corrosion of the zinc occurring underneath ordinary primers then in use. We recommend G & G Primers as the very best materials which have come to our attention for the priming of new or old galvanized iron.

### **PURPOSE OF THE FINISHING COAT**

The finishing coat has performed its function satisfactorily when it preserves the priming coat. The priming coat must retain its bond with the metal or the entire finish will scale off. Under ordinary exposures the best finishing coat is one

that is tough, elastic and possessing good water shedding properties. There must be no checking or breakdown under extremes of heat and cold. And in weathering the film must not become water absorptive.

## **SHERWIN-WILLIAMS METALASTIC**

This is a combination graphite type finish of high quality offered as our standard recommendation for finishing coat over Kromik Metal Primer or for use over S-W G & G Galvanized iron primer.

### **OTHER FINISHING COATS**

With the metal priming requirement taken care of with Kromik Metal Primer the finishing coat used will depend upon the finishing requirements of each particular surface.

## **SHERWIN-WILLIAMS PAINTS FOR COLORS**

Where buildings or structural iron work are required in light colors, SWP Prepared Paint is recommended.

### **GAS RESISTING PAINT**

S-W Gas Resisting Paint is specified for use as the finishing coat over Kromik Metal Primer for localities near oil fields or where standard paints are affected by atmospheric conditions.

### **SPECIAL FUME CONDITIONS**

Many industrial plants evolve corrosive fumes which require the use of a special finishing coat over exposed metal. For this protection S-W Lyne-Kote Sani-Black is specified as finishing coat over Kromik Metal Primer.



# SHERWIN-WILLIAMS

## TAILOR-MADE TO FIT YOUR NEEDS

From the standpoint of the customer there are two natural elements of service which are of interest. These are, first of all, the service of men, and, secondly, the service of facilities.

## THE SHERWIN-WILLIAMS PAINT ENGINEER

1. Sherwin-Williams Service of man power provides the type of engineering service that goes with you through your plant. A solution to every surface-finishing problem lies within the knowledge and experience of Sherwin-Williams Technical Staff. That solution may be instantly apparent to the S-W Paint Engineer who consults with you—or it may require extended investigation, experiment and working with your own staff. But this service is provided as being—in our opinion—the most important ingredient that goes into every can of paint that we send into your plant.

This paint service is prepared as a permanent reference schedule wherein every color, every

operation and every finish is set up on an organized plan. This plan opens the way to profits through paint—your profits, profits gained through better appearance, better light, better morale and lower unit costs.

The Sherwin-Williams Company can serve all of your painting needs. And the service we offer is instantly available to your plant no matter whether you are large or small. The savings and improvements brought about by setting up an engineered painting schedule for any industrial plant ramify throughout its entire makeup—production, sales and executive branches—as we have outlined in this book.

## COVERS THE INDUSTRIAL WORLD

2. Sherwin-Williams Service means that, no matter where your plant may be located, you can't be over 24 hours distant from a Sherwin-Williams office, plant or warehouse. No matter what special type of formulation you may require, your requirements will be warehoused so that there need never be any interruption in your operating schedule.

Drafting room and finishing plant of a prominent motor manufacturer finished in Save-Lite. (Name on request).

## MOTOR MANUFACTURER





# SERVICE

## WHERE TO REACH US

ADMINISTRATION OFFICES: 101 Prospect Ave., N. W., Cleveland, Ohio

### WAREHOUSES AND OFFICES

Albany, N. Y.  
Altoona, Pa.  
Amarillo, Texas  
Ashtabula, Ohio  
Asheville, N. C.  
Atlanta, Ga.  
Austin, Texas  
Baltimore, Md.  
Bangor, Me.  
Baton Rouge, La.  
Beaumont, Texas  
Binghamton, N. Y.  
Birmingham, Ala.  
Boston, Mass.  
Bridgeport, Conn.  
Brownsville, Texas  
Buffalo, N. Y.  
Canton, Ohio  
Cedar Rapids, Iowa  
Charleston, S. C.  
Charlotte, N. C.  
Chattanooga, Tenn.  
Chicago, Ill.  
Cincinnati, Ohio  
Cleveland, Ohio  
Colorado Springs, Colo.  
Columbia, S. C.

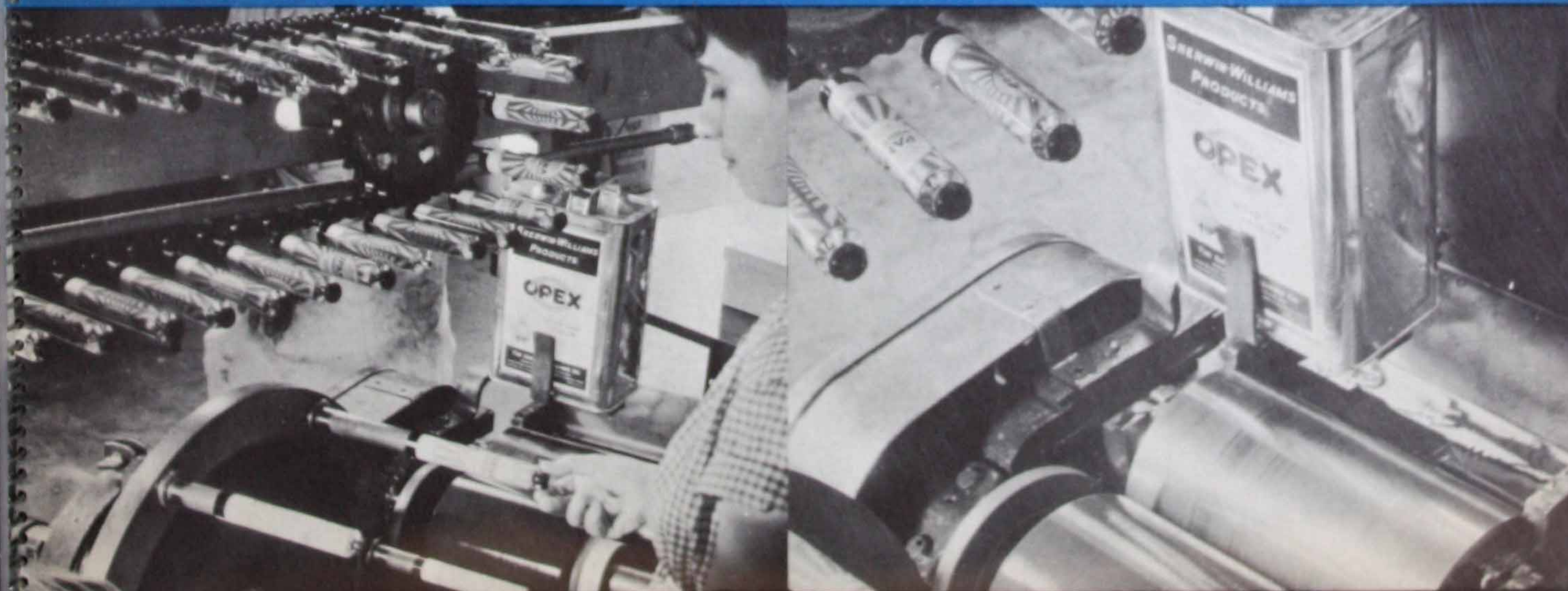
Columbus, Ga.  
Columbus, Ohio  
Dallas, Texas  
Davenport, Iowa  
Decatur, Ill.  
Denver, Colo.  
Des Moines, Iowa  
Detroit, Mich.  
El Paso, Texas  
Evansville, Ind.  
Fort Worth, Texas  
Galveston, Texas  
Hartford, Conn.  
Havana, Cuba  
Houston, Texas  
Huntington, W. Va.  
Indianapolis, Ind.  
Jackson, Miss.  
Jacksonville, Fla.  
Johnson City, N. Y.  
Joplin, Mo.  
Kansas City, Mo.  
Knoxville, Tenn.  
Little Rock, Ark.  
Los Angeles, Calif.  
Louisville, Ky.  
Mansfield, Ohio

Memphis, Tenn.  
Mexico City, Mex.  
Miami, Fla.  
Miami Beach, Fla.  
Milwaukee, Wis.  
Minneapolis, Minn.  
Mobile, Ala.  
Monroe, La.  
Montgomery, Ala.  
Nashville, Tenn.  
Newark, N. J.  
New Haven, Conn.  
New Orleans, La.  
New York, N. Y.  
Oakland, Calif.  
Oklahoma City, Okla.  
Omaha, Nebr.  
Pensacola, Fla.  
Peoria, Ill.  
Philadelphia, Pa.  
Phoenix, Ariz.  
Pittsburgh, Pa.  
Portland, Ore.  
Providence, R. I.  
Richmond, Va.  
Rochester, N. Y.

Salt Lake City, Utah  
San Antonio, Texas  
San Francisco, Calif.  
Savannah, Ga.  
Schenectady, N. Y.  
Seattle, Wash.  
Shanghai, China  
Sioux City, Iowa  
Spartanburg, S. C.  
Spokane, Wash.  
Springfield, Ill.  
Springfield, Mass.  
St. Louis, Mo.  
Syracuse, N. Y.  
Tampa, Fla.  
Texarkana, Texas  
Trenton, N. J.  
Tulsa, Okla.  
Uniontown, Pa.  
Waco, Texas  
Warren, Ohio  
Washington, D. C.  
Wheeling, W. Va.  
Wichita Falls, Texas  
Worcester, Mass.  
Youngstown, Ohio

Toothpaste protected with metal, plus a protective coat of Sherwin-Williams lacquers.

### SUN TUBE CO.





# PAINT PURCHASING

## 1. NAME

Name alone is no criterion for paint purchasing. But when name stands for a progressive character and an established reputation, it more than warrants consideration. Manufacturing ability, research achievement and technical service are the marks of the first name in paint—The Sherwin-Williams Company.

## 2. QUALITY

Name and quality are not synonymous, but they are adjuncts of each other. Quality, long and outstanding quality, builds quick registering recognition. The quick registering factor is usually the name. Quality paint can hardly be mentioned without the instant association of "Sherwin-Williams."

## 3. PRICE

Price we have spoken of throughout this book. Its whole story is based upon price,

in terms of unit costs to you. In paint, remember this. Low price can be judged only on the job. And on the job—in paint, coverage, paint life and paint performance—Sherwin-Williams Paints again stand first.

## 4. SERVICE

The Sherwin-Williams Paint Engineering Service is your aid to profit through paint. Men, methods and materials are at your command. Remember that the Paint Engineer who calls on you represents the most thoroughly experienced research and manufacturing facilities for paint service in America. Sherwin-Williams again stands first.

## 5. WHAT WILL IT DO FOR ME?

All of these factors will give you the best paint that can be purchased at the most economical price.

A foreign plant protected inside and out with Sherwin-Williams paints.

This Mexican Petroleum Company standardizes on all kinds of Sherwin-Williams paints.

**PORTO RICAN-AMERICAN TOBACCO**

**HUASTICA PETROLEUM CO**





# PAINING

## BRUSHES

Success in the use of paint depends upon its proper application. Proper application requires good, suitable brushes.

A good brush, like a good automobile, will easily follow the hand that guides it. A poor brush, like a car with a flat tire, has neither speed nor efficiency. It is difficult to guide properly, regardless of the skill of the operator.

## AGAIN, UNIT COSTS

Studies by the Sherwin-Williams Paint Engineering Staff show that, on the average job with an average brush, the painter dips his brush into his paint three times a minute. Each dip consumes five seconds. If, however, this painter possesses a real good brush—long, firm, resilient bristle, scientifically formulated and built for the greatest efficiency on the job for which it is intended, the brush will carry more paint and the painter will automatically reduce the number of dips to two per

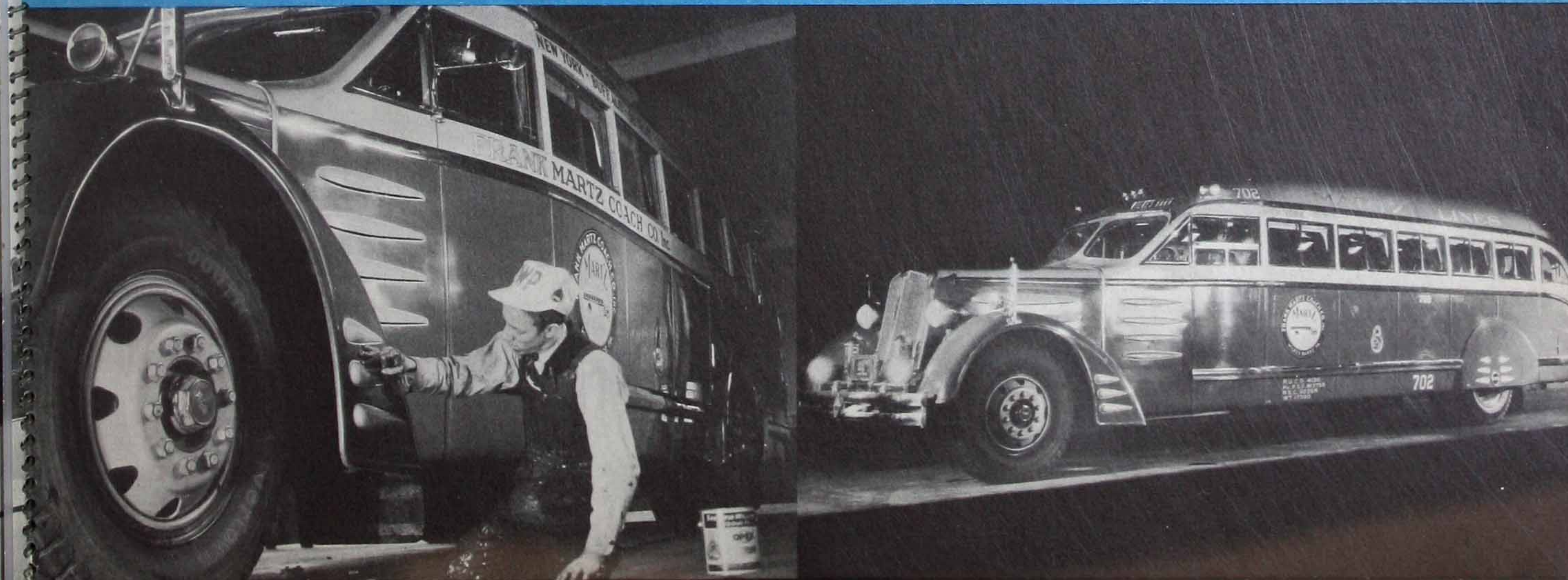
minute, with a corresponding saving of 5 seconds per minute, 5 minutes per hour and 40 minutes per 8-hour day. The painter not only does not have to exert himself more but actually does more work with less effort. That means lower unit costs, and many plants have discovered the value of superior Sherwin-Williams Brushes. Furthermore the application of the paint on the surface is better and consumes less time.

## SPRAY PAINTING

What is true of brushes is also true of spray painting and spray-painting equipment. Properly adjusted to the paint and properly placed for the painting tasks it can be a vital factor in cutting costs. Again the Sherwin-Williams Paint Engineer will be of service. His first task is one of service to you. Selling paint is not incidental, but service is the first act in selling. Be sure to use his wide experience in the fullest possible manner.

A famous fleet of busses finished with Sherwin-Williams automotive lacquers and enamels.

## FRANK MARTZ COACH CO.





# CONCLUSION

The preceding story in picture and in text, is a brief summary of paint's part in lower unit costs. To get the profits through paint to which you are entitled, utilize the services of the Sherwin-Williams Paint Engineer, The Sherwin-Williams Co., Cleveland, Ohio, and all principal cities.

The following pages reprinted through the courtesy of MODERN PACKAGING show the industrial value of one of paint's greatest assets—color. The Decorative Division of Sherwin-Williams will be glad to assist you to use color to your best advantage.

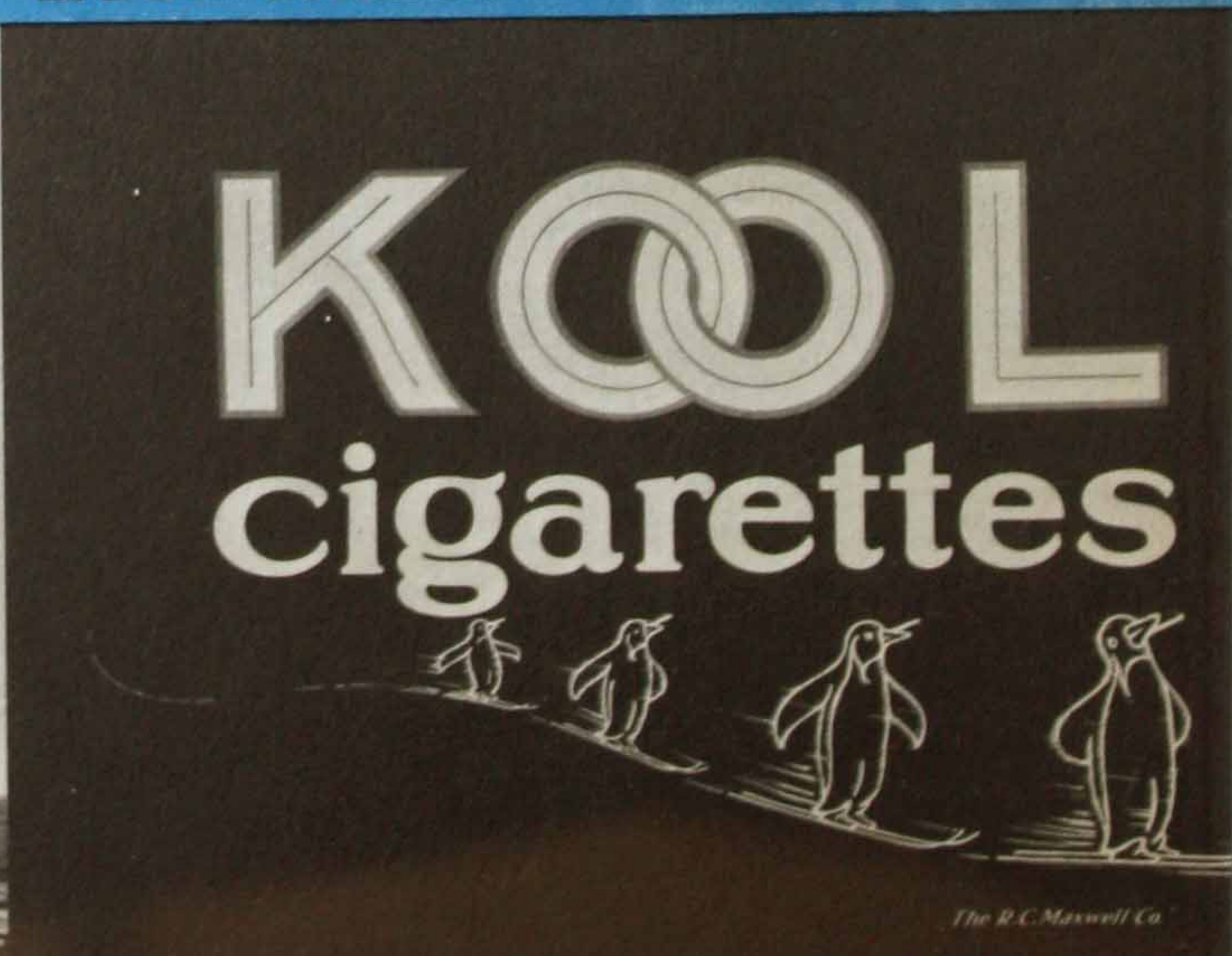
Bulletin Board finished in Sherwin-Williams Kem Colors.

Bulletin Board night sign finished in Sherwin-Williams Kem Colors above the boardwalk at Atlantic City.

**CITIES SERVICE CO.**



**KOOL CIGARETTES**





# COLOR

*by Henry Harringer and James O. Hasson*

INDUSTRIAL DESIGNER

DIRECTOR INDUSTRIAL PAINT DIVISION  
SHERWIN-WILLIAMS COMPANY

COLOR can be viewed from so many angles, its most significant value is often overlooked. That value is its simplicity. In the case of a large manufacturer, such as our suggested United American Food Company, its simplicity is in the response it creates with the worker and the consumer. In no time at all this repetition of color means only one thing. It means the repetition of a name — the United American Food Company.

That is a simple value—a basic value. It has no bearing on the warmth or coldness of certain colors on the emotional or nervous sensation color may arouse; nor on the association of one color with another that is the designer's province. These are the finer points. The first point is the value of association—the value that all nations use in national emblems.

Follow the color combination that meets your eye as you see the exterior of the United American Food Company's main plant. The predominant white is not only appropriate, but almost an institutional necessity in the food industry. The blue sash trim is a desired touch, and the green facing adds variety without novelty. The awnings are in red—a regular

Henry Harringer is a young German designer whose previous American work is more familiar to the Midwest in general, Chicago in particular, than to Eastern audiences. His work with color, in one of Hamburg's leading hospitals, preceded revolutionary uses of color in that field in this country. His sketches are a comprehensive color scheme for a food company. The accompanying text is written by James O. Hasson, long experienced in paint and color application as head of Sherwin-Williams Company industrial division.

The reproduction of an article of this scope in full color is in itself unusual for a technical publication. MODERN PACKAGING begins 1935 with this outstanding feature, feeling that its readers will find it a worthwhile venture.—EDITOR.

awning color. As a painting task metal protective paints are used on the sash, concrete paints on the building.

Perhaps we should have started with that moving advertisement, the truck. The colors are keenly evident—as they should be. The name becomes an integral part of the display, the circular letters being ingeniously used. Since the pictures so conclusively tell their own color story it is of more than passing value to stress the finishes themselves so important in the life and display value of the colors. On the facing page and as the page is turned, truck, freight car and sign board are all finished with enamels and lacquers specially formulated to withstand outdoor exposure, and to present a bright gleaming surface to any beholder. Gloss is essential—whether the pigment be white, red, green or blue.

An interior view incorporates suggestions of color of a more unusual nature. White, with its high light reflection value and its connotation of cleanliness predominates. But machinery is colored, and color also serves its decorative purposes. Here again two groups, the workers and the consumers, are considered. The factory becomes a brighter, better shop and the workers appreciate the









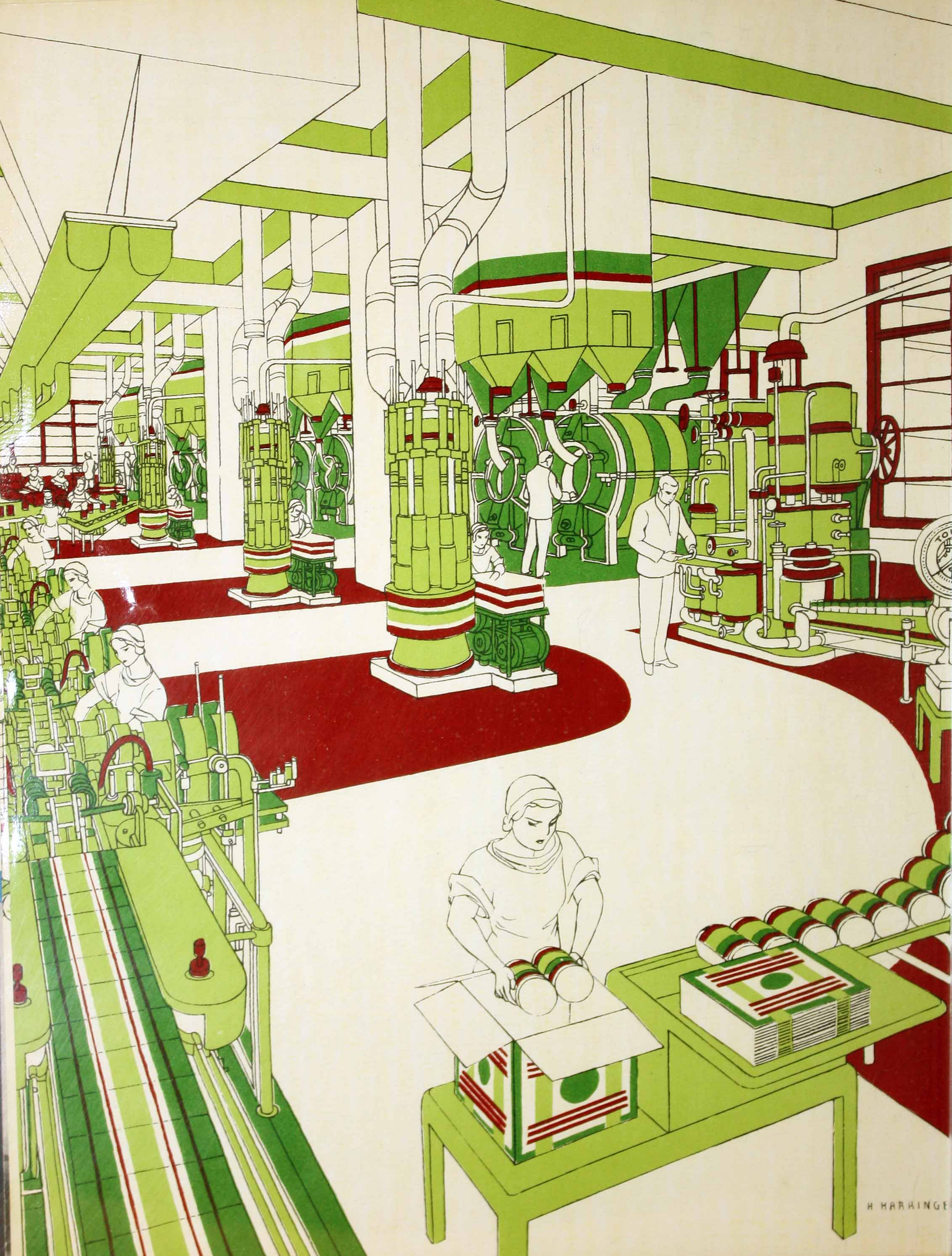
interest in their surroundings. Though the dressing rooms, cafeterias and recreation rooms are not shown in the illustrations, they too will, of course, be a part and parcel of the whole scheme. Their color schemes, however, should vary for the simple reason that they are not manufacturing or display rooms, and the contrast will make the surroundings more pleasing to all workers. There is the example of the steel company, for instance, whose dominant color scheme was white, grey and blue. But the women's rest rooms and recreation room were a warm peach color to offset the cold though clearly opposing scheme.

It might also be mentioned at this point that the example of a food company is used because it so aptly fits Modern Packaging. We mention a steel company to show that the color principle illustrated has no specific industry bounds. Variations arriving at the same ultimate effect can be made for almost any industry. And surroundings such as these are the very kind that have visitor-consumer-value. They work. They pay dividends in most plants.

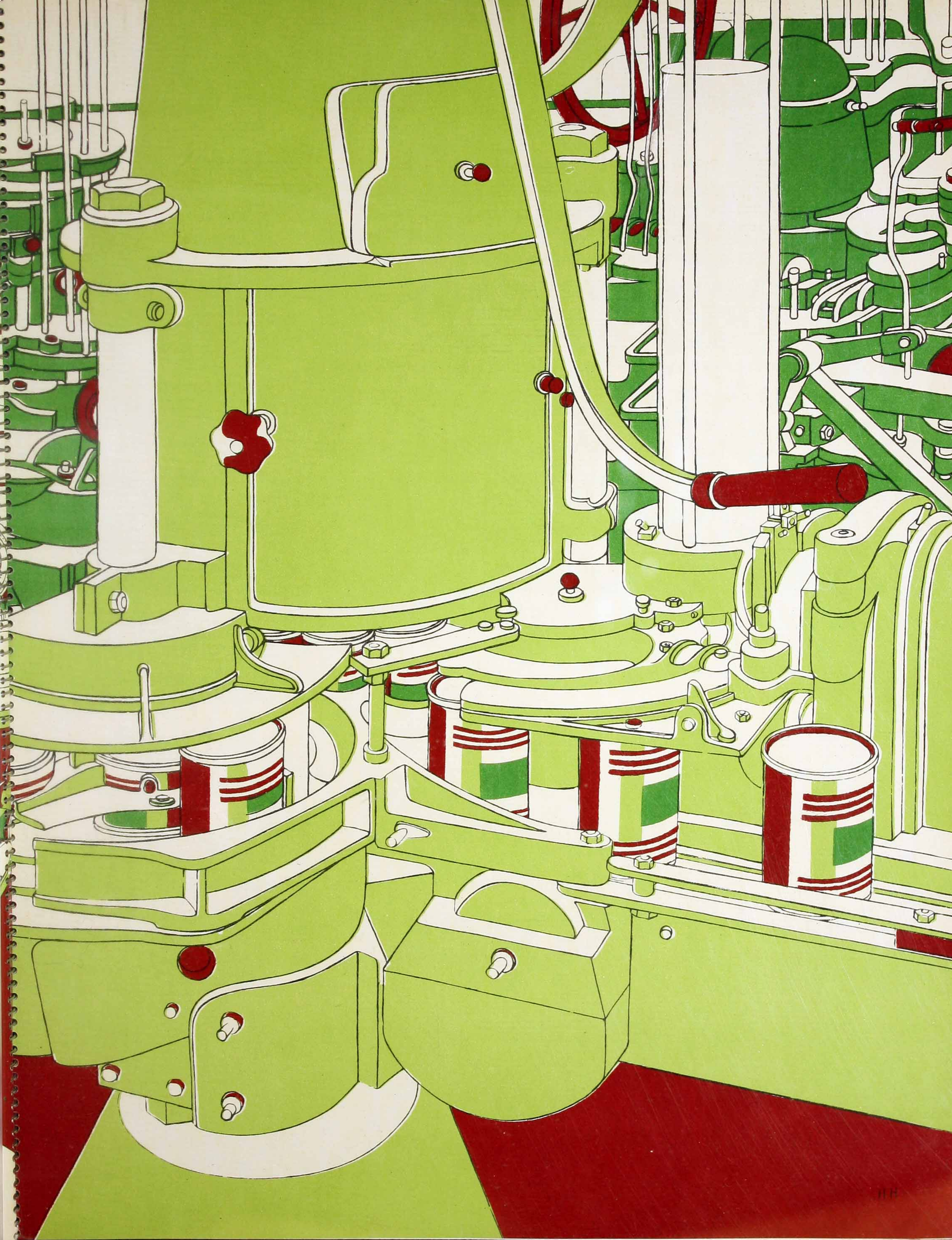
Examine the colored machinery in detail. Notice the color scheme remains, and the application is for safety and seeing. Handles and dangerous moving parts are red, the greens, blues and whites are easily blended into pleasing assemblies. Here light color and fine color placing sense make machines help the worker further. The finishes are not so glossily bright, but still retain a degree of gloss that makes cleaning an easy task.

The factory and home parallel seems so obvious it is curious that more executives don't spot the similarity. The home is kept bright and cheery inside, and fine looking outside with paint color. The kitchen is, after all, the home factory—and it is the best room in the American home. Women demand color, cleanliness, and cheery atmosphere in it. The same results so pleasing to personnel, so beneficial to operating conditions can be easily achieved with color and paint.

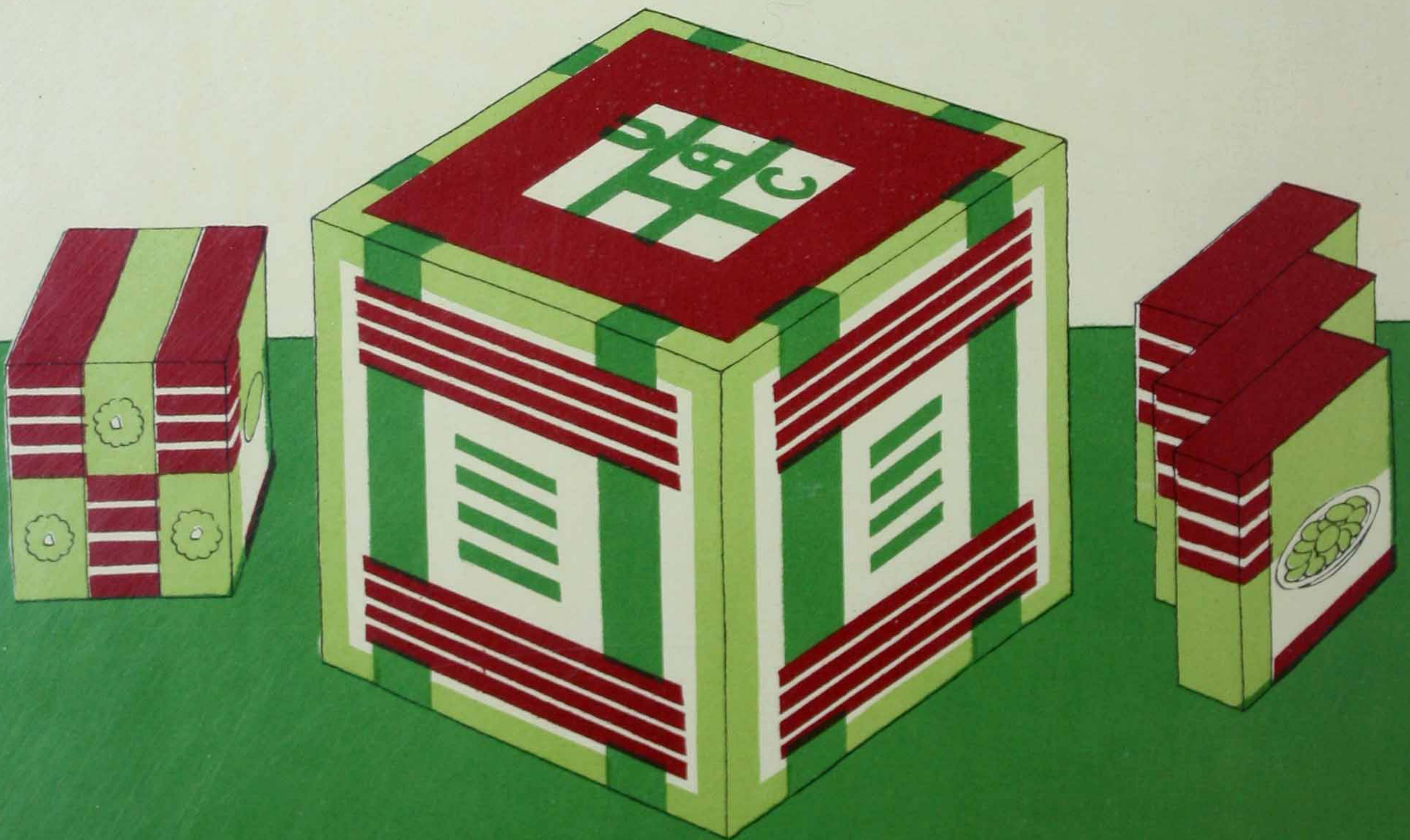












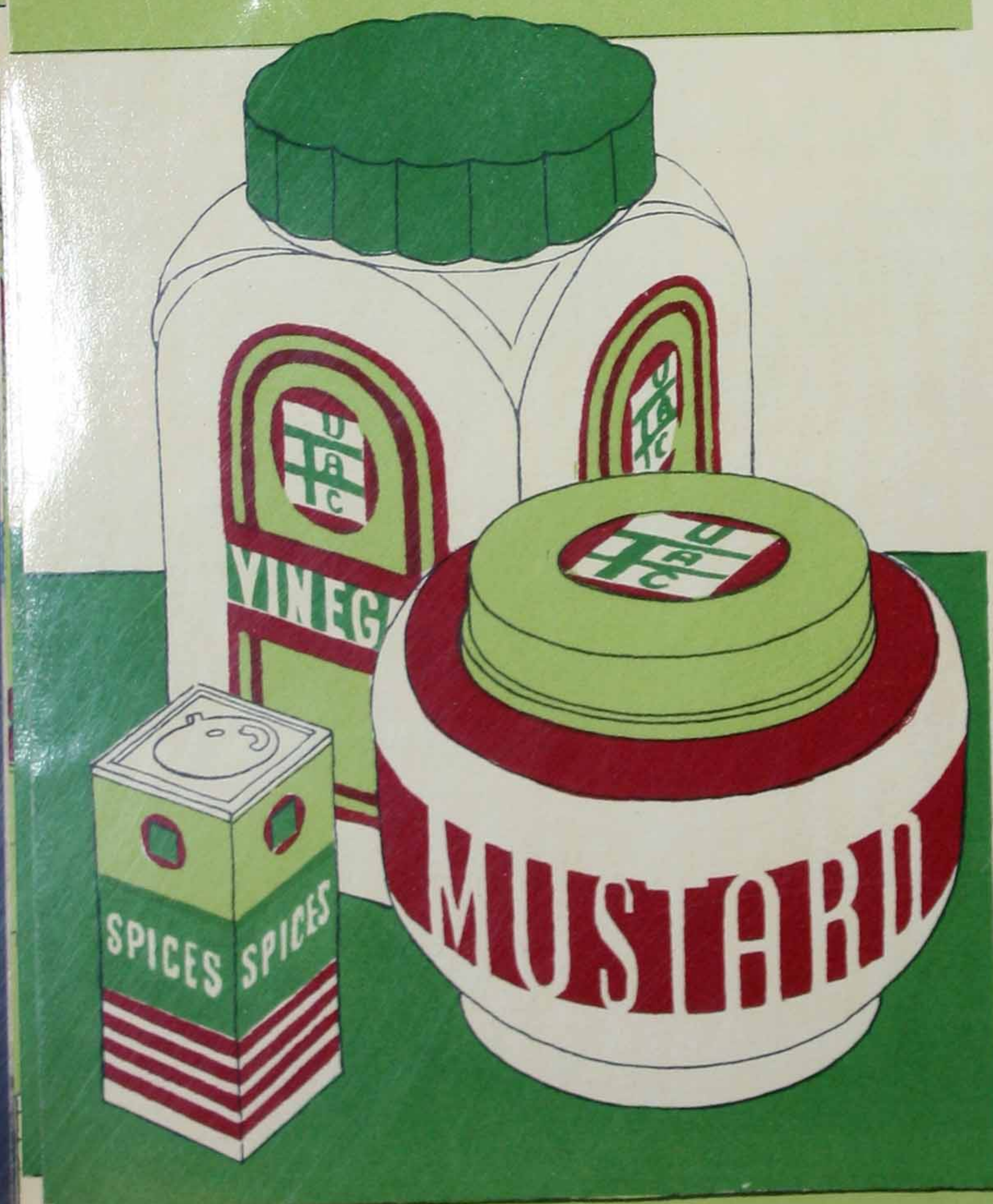
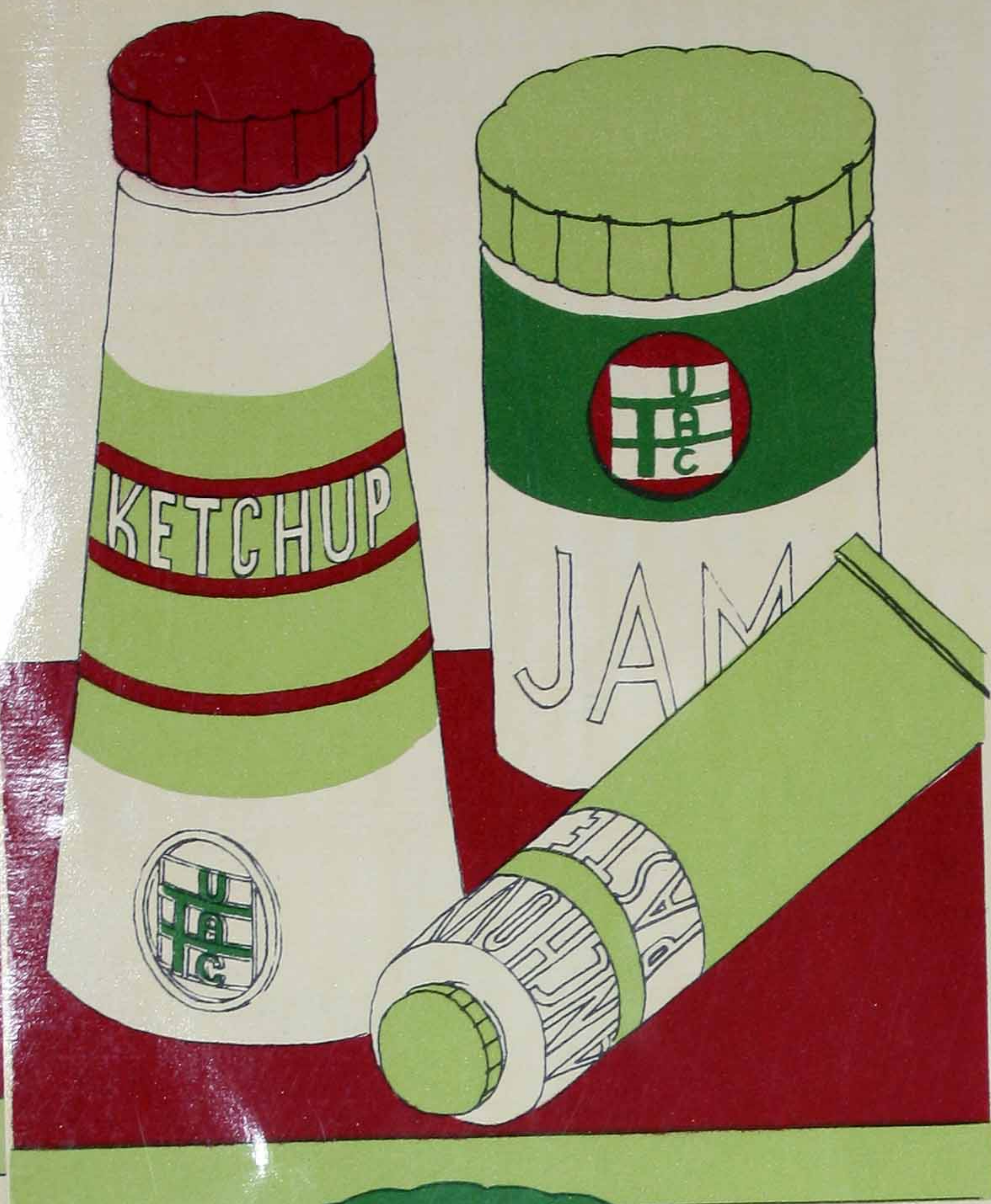


UNITED AMERICAN FOOD  
COMPANY FOOD



UNITED AMERICAN FOOD COMPANY





To this point, the color scheme is considered in phases of production, and in the connection link between consumption and production, the auto truck. Here we step to the retail outlet and behold a window display. Again the same colors; again the association with United American Foods. The display is neither crowded nor sparse. Yet its effect is that of nicety of balance and of high attention value. Colored containers are in paper, plastics, glass and lacquered tin.

The close-up views show first of all tin and paper packages. Spirit label varnishes serve as clear coatings to enhance the colors both of boxes and of paper labels on the tin cans. (Copy has been purposely eliminated in these suggestions, though of course it would serve as a feature of the finished packages.)

The glass containers retain the family resemblance to the letter—perhaps even more so when you realize the abundant background of white.

Again throughout the consumer group, the feature of colors—simplicity. It would be absurd to nominate this color grouping as *the* color arrangement. It is only one of hundreds of satisfactory combinations. But in its demonstration of a simple point in manufacturing and sales strategy it is exceptional. Few indeed are the companies taking full advantage of the advantages of color. Those advantages cost no more—in fact less, and properly applied are more than satisfactory in their returns. Cast color instead of cake upon the waters. It will return in excess of expectations.

Don't overlook the value of establishing such a scheme from a standardization viewpoint. It will simplify purchases, simplify painting and also simplify color matching. And all of these simplifications will simplify collection of cost data and reduce your costs through all of this simplification.

Color also means material. Paint is the most important in that it is more widely used as a color medium than any other. The Color itself is as good as it is lasting, as fine as its functions. It must stand incorporation in durable, lasting paints. On paper or tin containers it must withstand wear and tear. On trucks, cars, building and sign boards, it must weather all the rigors of heat, cold, rain, sleet, snow, moisture and gas. On plant interiors, fumes, humidity, temperature changes and other menaces to color life must be overcome in the paint formulation and application. On machinery, color must be an even more durable part of the finishing enamel or lacquer. For plant, inside and out, for trucks, refrigerator or billboard, for machinery, for stores, for packages of metal or of paper, a paint, enamel, varnish and lacquer technique can be found to meet your demands. If with it is combined a color technique you can be certain of right procedure in color use that will be of unit production and unit sales value.



[BLANK PAGE]



CCA



# **SHERWIN-WILLIAMS**



# **COVERS THE INDUSTRIAL WORLD**